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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIII.

NEW YORK, DECEMBER 8, 1910.

No. 10.



The year is drawing to its close. A client writes us, "There is a firm in Philadelphia that takes a real interest in its customers. I am frank to say that the attitude of your firm towards me and my business has been about the greatest source of encouragement I have had in the year."

The advertising outlay of the man who wrote this pleasant letter will not exceed fifteen hundred dollars for the year.

The remark is sometimes made that this firm cares only for big business. If you hear it, please give some quiet thought to the motive of the remarker. It is seldom a CHANCE remark.

Our business is composed of many littles and many littles which we have helped become big. When you come in we shall try hard to make you glad that you did come in.

Philadelphia

New York

Boston

Chicago



THE MARK OF QUALITY

## The Cash Value of a "Rising Tide"

A \$10,000 income does not alone make you a good prospect for advertising manufacturers. It depends on whether that \$10,000 represents *more* or *less* than you have been in the habit of making—whether you are *expanding* or *retrenching*.

A man who is retrenching is no prospect for any advertiser, not even a "just-as-good-but-cheaper" manufacturer. Once having worn \$6.00 shoes the "falling income" man does not go back to the \$3.00 ones. He makes his \$6.00 shoes go a bit further—buys three pairs a year instead of six.

But the man whose financial tide is rising is developing new desires every day. Every dollar increase over last year brings with it desires for some new or better necessity, convenience or luxury.

\* \* \*

Just now it is the farmer who presents this condition.

For a decade this prosperity has steadily increased. Science has doubled the "yield per acre" and demand has doubled the "price per bushel."

But the farmer is not strong for "literature for literature's sake." He's a hard-headed, com-

mon sense individual more interested in nitrogen fertilization than in "why girls leave home."

He may take a country weekly or local daily and skim it for news of the day. A few even give a spare moment now and then to the general magazines (not over 20%).

\* \* \*

But his main reliance is his Standard Farm Paper.

Sunday morning in pleasant weather you will find him stretched out in the Morris chair reading every word from cover to cover of his favorite paper.

He knows that it is the Standard Farm Paper which largely has brought about changes in farming conditions.

He knows that from it he has gathered facts and information which have yearly increased his profits. He looks upon it as a friend. He understands it and it understands him. It gives him everything he needs, not only acting as business counsellor but as friend and entertainer as well.

Let us show you what the power gained by this combination of conditions yields to the progressive advertiser.

## Standard Farm Papers

are

### Farm Papers of Known Value

The Kansas Farmer  
The Wisconsin Agriculturist  
The Indiana Farmer  
The Farmer, St. Paul

Home and Farm, Louisville  
The Oklahoma Farm Journal  
The Ohio Farmer  
The Michigan Farmer

The Breeder's Gazette  
Hoard's Dairyman  
Wallaces' Farmer

Geo. W. Herbert  
Western Representative  
First National Bank Bldg., Chicago.

Wallace C. Richardson, Inc.  
Eastern Representatives  
41 Park Row, New York City

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIII. NEW YORK, DECEMBER 8, 1910.

No. 10.

## LINING UP SELLING POLICY WITH ADVERTISING POLICY.

REVERSAL OF USUAL ORDER NEEDED—  
PRIME IMPORTANCE OF PRICE  
MAINTENANCE—TERRITORIAL  
SCOPE OF SELLING—THE JOBBER  
—ADVANTAGES OF ADVERTISED  
LINES TO DEALERS—JOBBER'S  
AND ADVERTISED GOODS—ADDRESS  
BEFORE ADVERTISING MEN'S  
LEAGUE, NEW YORK.

By Victor Leonard.

Advertising Manager, Stein & Co. and  
Kenreign Coats; formerly with  
Kenyon Co.

Many will agree with me that it is often the selling policy which is weak and that the advertising policy helps to strengthen it.

You probably know that the present high quality of ready-to-wear clothing is due *not to the selling* policy of any manufacturer, but *it is due to the advertising* policy established some years ago by George Dyer, then advertising manager for Hart, Schaffner & Marx, who kept his advertising always a little ahead of the manufacturing with his fine illustrations, and his definite and persistent claims for high quality, with the result that the merchandise had to come up to his advertised claims. Fashions were made uniform throughout the entire country, whereas they had been different in every section, and the selling policy had to keep pace with the advertising policy.

Taking selling policies in their order of importance, first comes price maintenance. Since April 6, 1910, PRINTERS' INK has had eighteen articles and editorials on price maintenance.

Price maintenance organizes and standardizes the handling of

commodity for the general good of both consumer and dealer.

One writer states that there are 350,000 retail grocery stores in this country, and that only five per cent of them are price cutters. It is contended that the retailer appreciates a fixed price, as it gives him an excuse for not cutting prices.

He is allowed a fair margin of profit and he gets it. He knows that nearby competitors who do cut prices will not long be able to get a supply of the article, if they start cutting prices.

One of the practical methods of maintaining prices on goods that are not protected by patents is to use persuasion and argument to show the retailer that no profit results in his cutting prices.

When this method fails, there is usually a re-sale clause which prevents the jobber from selling the price cutter again.

Articles on which it seems to me to be impractical to fix prices are those affected by fashion changes, perishable goods, and those which have only a limited retail season. There are some exceptions to that.

Maintaining prices on clothing is a most difficult thing for the reason that there can be no standard grade or method of grading these products, either in the weaving of the cloth, or in the making of the garment.

The intrinsic value in a line like clothing depends upon the pattern and color as well as quality of the fabric, model of the garment, fashion of the day, and the fame of the maker.

The consumer cannot be a very good judge of clothing and the manufacturer cannot easily set a standard price nor fix the retail price at which any particular garment should be sold. But the ef-

Table of Contents on page 110

fort to do so is now being made.

One large manufacturer of clothing in St. Louis has been putting on retail "price" labels for the past four seasons. The prices are \$10, \$15, \$20 and \$25. This plan was ridiculed by all the manufacturers I have talked with concerning it, but it seems to succeed in the South and West where the product is sold. The line is advertised to the consumer by the maker and the usual retailer's advertising helps are furnished.

There is a desire on the part of at least one large manufacturer of clothing to establish a standard grade of fabrics for men's wear and for a guarantee of the fabric by the mill which made it.

"Trade-marking Textiles" was the feature of a notable speech by Alfred Benjamin at the Philadelphia Textile School last spring. This seems to me to indicate that an important change is coming soon which will effect all textile and clothing selling-plans and advertising; and which I think will be uplifting to the trade as well as a benefit to the consumer. I think trade-marked textiles would help manufacturers of garments who do not advertise—they would have the fabric makers' guarantee.

Some articles on which I think the prices may be maintained would be sewing machines, safety razors, vacuum cleaners, kitchen cabinets, furniture, stoves, ranges, beds, mattresses, phonographs and records, hardware specialties, paints and wall finishes, some kinds of drug specialties, shoe polish, stove polish, china and silverware, carpets, rugs, curtains, musical instruments and billikens.

Shall outlet be restricted to a small section or shall it be national in its scope? That depends upon the line of business.

In grocery lines the jobber or wholesaler frequently does not cover more than five or six states. Some jobbers do not cover more than one state.

In drugs and hardware lines the territory covered is much larger. While in some other commodities the territory is far greater than you would expect.

For example: Redwood shing-

les and lumber are shipped from Washington and Oregon as far east as Kansas City. This business was developed by favorable freight rates, assisted by advertising, and has grown to enormous proportions. There is an advertisement of fir doors in the last issue of the *Craftsman*. Fir doors are made in Washington.

Salt goes around the world. That used on the Pacific coast comes from Liverpool as ballast.

When the Panama Canal is open, I believe there will be a great many changes in the scope of territory some manufacturers can cover.

The extent of territory that may be sold may depend upon methods of packing and transportation, or on the kind of package.

Also new preservative methods may change the entire marketing plans in some lines.

Advertised lines of clothing do not succeed well in either New York City or in Chicago, as these cities are both consignment dumping grounds for small clothing manufacturers, and the policy of retailing clothing in these two cities, especially in department stores, seems to be one alleged "special sale" after another, regardless of the season, comparative prices being the chief feature of the advertisement.

It is worthy of note, however, that some of the large manufacturers who conduct their own retail stores in this city feature the quality and store-service more than they do comparative prices, and they also enjoy the biggest and best patronage.

I believe that both jobber and retailer enjoy greater net profits in the end on advertised articles. They are more easily sold, and at uniform prices. If seasonable merchandise it will sell out cleaner, and broken lots will close out at better prices at the end of the season than unbranded, unknown merchandise.

In a line like clothing we cannot yet fix a retail price on any particular garment, and this leads to some unfairness at times to the consumer. I will cite two cases. We were once requested to make up an overcoat to retail at \$10.00.

# An Unprecedented Advertising Record

During the month of November just past, THE TRIBUNE printed 4,134.39 columns of advertising, which is by far the largest amount of advertising ever printed in one month by any Chicago newspaper. THE TRIBUNE'S gain in advertising for November over the same month last year was 895.35 columns, which is 202.89 columns more than the combined gains of all the other Chicago papers for that month.

On Monday, October 3, 1910, THE TRIBUNE reduced its daily price from two cents to one cent in Chicago and suburbs. The unparalleled results of this reduction in price and the evidences of THE TRIBUNE'S remarkable growth are shown by the fact that THE TRIBUNE'S net paid daily circulation for the month of November, 1910, exceeded the average for the year 1909 by 52,911 copies, and its net paid Sunday circulation for the same month exceeded the average for last year by 53,074 copies. These increases alone represent more actual circulation than many metropolitan newspapers possess today. The advertisers' quick appreciation of the vastly increased value of THE TRIBUNE as an advertising medium is clearly shown by the following figures:

## ***Total Advertising in All Chicago Newspapers for November, 1910***

	November, 1910	Gain over Nov., 1909
<b>TRIBUNE</b> .....	<b>4,134.39 Columns</b>	<b>895.35 Columns</b>
News .....	2,784.22 Columns	18.24 Columns
Examiner .....	2,286.03 Columns	203.51 Columns
Record-Herald .....	2,023.62 Columns	229.25 Columns
Journal .....	1,364.91 Columns	72.87 Columns
American .....	1,169.71 Columns	105.57 Columns
Inter-Ocean .....	1,131.14 Columns	3.13 Columns
Pcst .....	805.20 Columns	59.89 Columns

Net Paid Average Sunday Circulation, November, 1910.....348,486

Net Paid Average Daily Circulation, November, 1910.....226,612

Sunday Increase Over 1909.....53,074

Daily Increase Over 1909.....52,911

# **The Chicago Tribune**

**The World's Greatest Newspaper**

The customer had a chain of stores in various cities and could use a great many cheap coats.

We therefore made a great effort to give him unusual value and yet allow him a fair profit, with very little left for ourselves. We made these coats and delivered them, and you can imagine our astonishment when we discovered that he was selling these coats at \$16 instead of \$10, and they had our label in them! There were other similar cases.

They are exceptional, but marking coats with our labels on at a price higher than they are worth is an injury to us, and the "advertising policy" said so, but the "selling policy" did not see the point until a year later.

In many lines the jobber has a definite place, and should not be considered a weak link in the selling chain or a grafter who receives commissions without giving something in return.

In men's clothing, men's and women's shoes, women's garments, building materials and many other lines, the jobber is less important. Even some dry goods specialties are now sold direct to the retailer.

I think that a parcels post may change the situation a little, and enable retailers to buy direct from manufacturers, because they can then ship small packages a greater distance and at less expense than by express at present. Retailers now buy many small items from the jobber, which all come in one shipment by freight.

Advertised lines of whatever nature must be considered guaranteed. There is an implied guarantee that must be made good, regardless of any specific guarantee. In a line like fabrics or garments it is difficult to establish a standard, but the goods have to give satisfaction to the consumer, and must be good value for the price he has paid.

We find that if we sell a merchant and delay making deliveries, he will find some excuse for returning the goods, the quality of which is just exactly the same as the goods he received three weeks earlier in the season.

This condition exists in many

other lines. The subject of returned goods and cancellations is one of the most difficult confronting the textile manufacturer.

There is a tendency toward establishing chains of retail stores under one general ownership and management. This is something that will have to be reckoned with in the near future.

Many of the jobbers whom we sell no longer use their own labels except on the very cheapest grades, on which we will not put our label, or they will have both our label and their own.

The jobber's salesman will call on a retailer and say, "I represent Kenreign Raincoats," and if he does not succeed in getting an order he will leave without ever mentioning the fact that he is traveling for a jobber.

If our salesman comes along a few days later and says, "I am from the Kenyon Company," the retailer will be astonished that another man has called, and will say, "Why, there was a man in here a few days ago from your house." You see, the jobber realizes that the Kenyon name is stronger than his name—that the Kenyon label is better than his own, and the salesmen discovered it first. I think this is a very unusual situation regarding salesmen.

The retail clothier has learned to prefer advertised lines, and there is hardly a clothier in any town but has at least one advertised brand of clothing, and many advertised brands of furnishings. A few of the very largest clothiers prefer to put their own label on, and department stores, as a rule, prefer to handle non-advertised lines in clothing.

The advertising can make use of the selling-policy of the house by transposing the words "advertising" and "selling-policy" in that sentence, making it read, "How the selling-policy can make use of the advertising."

I wish to correct that sentence, "Why advertising is weak that does not take the selling policy into consideration" and have it read, "Why advertising is sometimes weakened by a selling policy."

By concentrating your advertising in

## The Evening Bulletin

you can cover

# Philadelphia

at one cost. That's what most local retailers do. They are on the ground and know the local conditions.

October Circulation

**241,632 COPIES  
A DAY**

"The Bulletin" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher

New York Office, Dan A. Carroll.  
Tribune Building.

Chicago Office, J. E. Verree.  
Steger Building.

The circulation of "The Bulletin" is larger than that of any other daily newspaper published in the State of Pennsylvania.

## ADVERTISING RELIABILITY AND THE COLLIER- POSTUM TRIAL.

**\$50,000 DAMAGES AWARDED COLLIER'S IN MOST INTERESTING LIBEL TRIAL IN RECENT YEARS—MONEY TO BE SPENT IN HONEST ADVERTISING CRUSADE.**

The \$50,000 verdict returned by the jury in New York Saturday for Robert J. Collier, who sued Charles W. Post, of the Postum-Cereal Company, for libel was in part won by the plaintiff's argument that the law should take cognizance of extravagant and deceptive advertising, as it has regulated the labeling of packages since the Pure Food campaign.

As **PRINTERS' INK** stated last week, Mr. Collier took action against Mr. Post after the latter had, in widely published advertisements, questioned the motives underlying an editorial in *Collier's* about the Postum and the Grape-Nuts advertising. This editorial was published in the summer of 1907. In it the writer, Samuel Hopkins Adams, criticised the Postum-Cereal Company for claiming medicinal virtues for Grape-Nuts.

In the September following, advertisements appeared over the Postum Cereal Company's name, making hot retort to *Collier's* editorial. The one on which Mr. Collier sued was entitled: "The 'Yell-Oh' Man and One of His Ways." The plaintiff complained that it contained a charge of extortion. It contained such sentiments as these: "When a journal wilfully prostitutes its columns to try and harm a reputable manufacturer in an effort to force him to advertise, it is time the public knew the facts. The owner or editor of *Collier's* cannot force money from us by such methods." Mr. Collier asserts that all Postum-Cereal advertising was barred by him in 1905 in accordance with the policy of the paper to exclude medical advertising.

The trial took about two weeks to run its course. Much expert testimony was summoned by the

plaintiff, these men being for the most part food experts from seven or eight states. Most interesting was the testimony of Dr. Wiley of the United States Agricultural Department, pure food expert, who, for the plaintiff, testified that Grape-Nuts had no curative properties—it had no more effect upon the brain than upon the big toe. He told of analyses he had made in co-operation with his assistant, Mr. Bigelow, who also was one of the Collier witnesses.

James W. Osborne, Mr. Collier's attorney, adduced from Mr. Post himself some extremely interesting information about the testimonials so frequently published in the advertising of the Postum-Cereal Company. In brief, it was to the effect that these testimonials were purchased for a dollar apiece and that occasionally, to bring good "honest" testimonials, prizes of twenty dollars were offered. Charles E. Kelly, attorney for Mr. Collier, who worked with Mr. Osborne on the case, said to a representative of **PRINTERS' INK** that, while preparing for the trial, Collier representatives went to Battle Creek hunting for some genuine testimonials. There it was said that these could be obtained in New York. In New York, inquirers were referred again to Battle Creek. Although Mr. Post was put through a severe examination, there was nothing in his testimony to show that any appreciable proportion of the testimonials published were bona-fide letters from people, whom the advertisements claimed had been physically and mentally benefited by Grape-Nuts. It was brought out that the usual procedure was to take a letter purchased at the usual price of a dollar, turn it over to a physician in the employ of the Postum Cereal Company, and adopt the doctor's phrasing for publicity purposes.

It developed at the trial that Mr. Post has been a believer in healing by suggestion. Mr. Osborne quoted from one of Mr. Post's booklets, entitled, "I Am Well," to demonstrate that Mr.

Post was an advocate of mental healing theories. "If you will go into the silence humble and trusting," one passage read, "... you will be refreshed in every way and the food taken will digest readily, as the stomach works smoothly when under the influence of the Higher Power." "Positive thoughts" is a phrase that has been used of late in Grape-Nuts advertising.

In his final plea to the jury, Mr. Osborne said: "A man who advises people that have approaching symptoms of appendicitis to take food, when he knows that such a course may cause death, is a dangerous man." Mr. Osborne told the jury that a long fight had ended in the Federal Pure Food Law forbidding improper claims to be printed on the exterior of food packages, and he put in evidence three Grape-Nuts packages, purporting to be of different periods of making, with certain omissions on the later ones. "Help us to make this man honest," he appealed to the jury. "Help us by your verdict to extend the law to advertisements."

Mr. Collier has announced his intention of spending this \$50,000, if the verdict is not set aside, in a crusade to promote honest advertising.

#### NEW YORK POLICE TO CENSOR POSTERS.

The New York Police Department has begun a decency crusade that is to include the censoring of all posters that are to appear for dance halls, theatres, etc. Masked balls seem to be the greatest offenders and they as well as their advertising are to be closely watched. In many cases, the police say, the advertisements announcing these balls are far more objectionable than the balls themselves. To obviate this, it is proposed to require all managers of such balls to submit copies of their advertisements to the police before the permits are issued.

The advertisements of theatrical performances are to come under the same censorship, and all posters that are considered degrading will receive prompt attention from the police. As an example of the kind of poster that is considered objectionable, there was mentioned at headquarters one in which a woman is shown in the act of stabbing a Russian officer. This, it is held, has an undesirable and degrading influence on many persons, especially children.

#### BUTLER AND PAGE SPHINX CLUB SPEAKERS DECEMBER 13TH.

The next meeting of the Sphinx Club will be held at the Waldorf-Astoria on December 13th. An especially attractive programme is promised, the leading speakers being Dr. Nicholas Murray Butler, president of Columbia University, who will deliver an address on "The Larger Aspects of Commerce," and Walter H. Page, who will speak on the interesting and timely topic of "Advertising English."

#### ASSOCIATED AD CLUBS' SPEAKERS' COMMITTEE.

President Dobbs, of the Associated Advertising Clubs of America, has appointed the following speakers' committee for the ensuing year:

W. R. Emery, chairman, advertising manager *Everybody's Magazine*; Dr. J. E. Beebe, secretary, advertising manager *Black Diamond*; Leroy Boughner, city editor, *Minneapolis Tribune*; A. M. Candee, National Enameling & Stamping Company; A. J. Carter, Ft. Worth *Star-Telegram*; W. C. D'Arcy, D'Arcy Adv. Agency; D. B. Gibson, Julien & Kokenge Company, Cincinnati; R. H. Waldo, *Good Housekeeping Magazine*; Geo. B. Gallup, Pilgrim Publicity Club, Boston.

#### PILGRIM PUBLICITY ASSOCIATION'S MANUFACTURERS' NIGHT.

The Pilgrim Publicity Association of Boston had a large attendance at its "Manufacturers' Night" dinner last week. The speakers were James W. T. Knox, former president of the Adcraft Club, of Detroit; O. C. Harn, advertising manager of the National Lead Company, and I. H. Sawyer, a shoe manufacturer of St. Louis.

Mr. Knox spoke on the relation of the manufacturer to advertising men and clubs.

Mr. Harn spoke on "Some Causes of Advertising Failure." In the course of his remarks he said: "Poor copy and bad choice of mediums are less of a detriment than is a failure to properly handle and follow up what results accrue from the advertisement. Many advertisers expect an advertisement for awakening an interest to sell goods over the counter or through the dealer, make them come back for more, and tell their friends all about it, without any further effort on their part; but advertising should be treated with common sense and foresight. First, the article must be essentially salable, next the distribution must be obtained. Sufficient funds must be at hand or the campaign must be adapted to the funds that are available, and there must be an intelligent and adequate follow-up."

Mr. Sawyer spoke of the great interest throughout the country in the National Convention of Advertising Clubs to be held in August next.

A real old-fashioned New England Thanksgiving dinner was served.

## BEGINNING WHERE COMPETITORS LEAVE OFF.

HOW PRATT & LAMBERT HAVE MADE CAPITAL OUT OF THE EDUCATIONAL ADVERTISING OF THEIR RIVALS—THE DEVELOPMENT AND VALUE OF THE "HAMMER-TEST"—SELLING ARGUMENT—CLEVER METHODS OF LINING UP THE TRADE AND OF DEALING WITH INQUIRIES.

By A. Rowden King.

The last few years have witnessed the launching of a half-score varnish and paint advertising propagandas. The selling argument of practically all of these has been the same; namely, the innumerable uses to which varnishes and paints may be put in the home and at the office. Amateur painters, brushes in hand, have been depicted by the score, daubing every conceivable object from garret to cellar, whether wood, plaster or metal.

This advertising was all very good in its way. It was educational and had to be done by some one. Pratt & Lambert, Inc., Buffalo, decided, however, that they could profitably begin their advertising argument where the others had left off, appropriating in a fair way some of the benefit of the advertising expenditures of these competitors.

"We tried to get something original," explains Walter P. Werheim, the Pratt & Lambert advertising manager. "Instead of showing people painting and varnishing everything in sight, we took it for granted that the public had come to an appreciation of what objects may be thus treated to advantage and we determined to carry the argument one step farther before any other concern did. We took up the matter of connecting the quality and service idea to our goods; in other words, to individualize our arguments."

On this principle that the general educational work had proceeded far enough to make ready for talk that "connected up" better, the amateur painters and varnishers gave way in the Pratt & Lambert advertising to children

playing on varnished floors with their hobby-horses; to umbrellas denting and wetting such floors, and, more lately, to shoe heels and hammers, used to test, and associated the idea of wearing qualities with the Pratt & Lambert trade-mark. The hammer test has been made the hub of the campaign and has proved highly successful.

"Test it with a hammer" is now the advertising refrain, and there is to-day real trade-mark value be-

Test it with a Hammer—Sample Paint From



## FLOOR VARNISH

You may doubt the word, but you can't walk the words.

Send for Free Sample Paint "61" Floor Varnish

For Office Use For Home Use For Outside Use

For Office Use: This is a fast-drying, non-toxic, and non-flammable varnish. It is suitable for use on all types of office furniture, including desks, chairs, and bookshelves. It is also suitable for use on walls and ceilings.

For Home Use: This is a fast-drying, non-toxic, and non-flammable varnish. It is suitable for use on all types of home furniture, including desks, chairs, and bookshelves. It is also suitable for use on walls and ceilings.

For Outside Use: This is a fast-drying, non-toxic, and non-flammable varnish. It is suitable for use on all types of outdoor furniture, including desks, chairs, and bookshelves. It is also suitable for use on walls and ceilings.

Pratt & Lambert Varnishes, Inc., Buffalo, N. Y.

Established 61 Years

A HAMMER-TEST VARNISH ARGUMENT.

hind the picture of a hammer being used to hit a varnished floor which "shows only the reflection." This picture has been copyrighted in order to protect this trade-mark value.

In the fall of 1908, \$2,500 was appropriated for an initial fall advertising campaign. Five magazines were used. Out of a host of P. & L. varnishes of various grades, one has been selected as being of all-around utility. This has been advertised as "61" Floor Varnish. The numeral is that of the giant varnish vat in which this particular grade was contained for a year, and by which it was known in the factory during its incipient stages, though to-day it is officially known by other numerals.

In the spring of 1909, the advertising appropriation was materially increased and the list of magazines was lengthened. As a result of the influence of the

\$2,500 appropriation of the last half of 1908 plus this 1909 appropriation, the sales for 1909 showed a big increase, according to the officers. This year, 1909, the list of magazines had been increased to eighteen, and the sales have more than doubled as compared with those for 1908, when the advertising started. During three years past the firm says its sales have increased in the vicinity of 200 per cent.

The eighteen magazines to be used this year include the following: *Ladies' Home Journal*, *Saturday Evening Post*, *Woman's Home Companion*, *Associated Sunday Magazines*, *Literary Digest*, *Everybody's*, *Munsey's*, *Scrap Book*, *Good Housekeeping*, *Cosmopolitan*, *System*, *Craftsman*, *McClure's*, *American*, *Hampton's*, *Argosy*, *House Beautiful*, and *Ladies' Home Journal Quarterly Style Book*. Forty million readers are claimed, which would seem to indicate that this advertiser is an optimist of the first order.

It is interesting to note that, with the inception of this year's campaign, it was deemed most appropriate to begin to link up the other P. & L. varnishes with the reputation which has been established for "61" Varnish. It just happens that this year Pratt & Lambert, Inc., have been varnish makers sixty-one years—the vital number. And so it was most appropriate that a big full-page ad in the *Post* for Sept. 17th last, costing \$3,000, should have been headed: "There are over 300 Pratt & Lambert Varnishes." These are exactly the same tactics employed in the advertising of Jap-a-Lac. The latter's advertised reputation is now being used as the motive power to accelerate the sales of a whole family of paint products made by one company.

But the magazine advertising has only been a part, though an important one, of the Pratt & Lambert propaganda. Various trade publications have been used to reach paint manufacturers, painters, paint dealers, furniture manufacturers and architects.

A few of the standard architect-

tural reference books, issued at long intervals, once a year or so, have been used. In addition, there is a specially organized department of the Pratt & Lambert business, composed of experts who make it their business to keep in touch with the architects personally, finding out what buildings they are planning and making suggestions as to the superiority of P. & L. varnishes whenever possible.

To reach the other classes the



INTERESTING HOUSE ORGAN COVER.

various trade papers popular among them have been used. For instance, the trade paper list used to reach the painters includes the following: *Painters' Magazine*, *Modern Painter*, *Painter and Decorator*, *Painter and Wood Finisher* and *(Canadian) Painter and Decorator*.

Then, too, some considerable pains have been expended to keep in intimate touch with the distributors' salesmen as well as with the Pratt & Lambert salesmen on the road. A carefully compiled list of some 500 of these men is kept and every two weeks

during the season a letter is sent them to ginger them up on the Pratt & Lambert proposition.

And, in addition to all this, the house organ must not be forgotten, *Varnish Talks*, a clever publication which has been the especial care of Mr. Werheim, and which, he says, enjoys a larger circulation than all the trade papers used combined.

A very numerous and complete battery of dealer helps is maintained, with an extensive array of stock electros, signs, window displays, booklets, leaflets and circulars for over-the-counter distribution. And, to round out the whole, there is a long-established advisory department, always at the command of P. & L. dealers.

Not the least interesting part of the P. & L. selling scheme is the method by which inquiries are referred to the local dealers for individual attention. Many a magazine advertiser who is not getting the best results out of his expenditure because he does not see to it that inquiries are speedily, accurately and advantageously answered might learn a few lessons by studying the systematic way in which Pratt & Lambert inquiries are treated.

All consumer inquiries are answered at the earliest possible moment the day received. Mr. Werheim is a great believer in following up those who answer ads while they are still filled with the first favorable impulse of curiosity, an impulse which, once allowed to cool, seldom, if ever, returns with the original fervor.

Printed matter, sample wood panels treated with varnish, and booklets are sent by return mail, together with special information as to where Pratt & Lambert products may be obtained in the inquirer's territory. But that does not end the follow-up. The inquiry or inquiries received from each locality are listed as soon as practicable, and the list is sent to the dealer or dealers of that locality.

To those dealers who are not carrying P. & L. varnishes goes a slip reading as follows:

We are herewith enclosing an inquiry from your city from a party interested by our extensive advertising. This request has had our attention.

Our advertising to householders, architects, and painters is increasing right along in size and effectiveness and there will be many more parties in your city who will want Pratt & Lambert Varnishes.

Doesn't this seem to you the time to stock P. & L. Varnishes and to get your share of the sales? Write now for prices and terms.

To those dealers already carrying P. & L. products goes another slip, of a different color, urging their co-operation. Accompanying it is a postal card or postal cards already addressed to the local inquirer or inquirers, and all ready to be signed and mailed. The card reads as follows:

#### Floor Varnish?

We have it—an unequaled varnish for this purpose—Pratt & Lambert "61" Floor Varnish.

It's heel-proof and waterproof—you can stamp on it and hit it with a hammer without cracking the varnish.

Come around and let us tell you more about it.

Yours very truly,

P. S.—"61" comes in all size cans—it's economical, too.

Such a card apparently just happens to reach the prospect at the very time when he or she is interested in varnishes and often turns the trick when a sale would not be forthcoming otherwise.

In some of his red-hot, live-wire talks to dealers in his mail matter, Mr. Werheim has been wont to refer to the Pratt & Lambert selling proposition as "ready-made business" from their point of view. Certainly the phrase would seem to be justified. In order to make this even more of an accomplished fact, Mr. Werheim has prepared and distributed among the dealers a vest-pocket memo-book entitled *Sales Helps*, which is very useful and is highly prized.

It is neatly bound in leather and contains, in addition to a generous number of pages left blank for memo use, chapters under the following suggestive headings: Advertising to Painters, Advertising to Architects, Assortments of Advertising Matter, Catalogue of P. & L. Advertising Matter, General Magazine Advertising, General Information and Statistics.

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National Advertising, Points on Printing, P. & L. Store Advertising and Sales Helps, Sales Helps, Your Newspaper Advertising, Your Store, Your Windows, etc.

#### R. C. WILSON JOINS FORCES WITH MUNN & CO.

Robert Cade Wilson has become general manager of Munn & Co., publishers of the *Scientific American* and *American Homes and Gardens*. For fifteen years Mr. Wilson was connected with the *American Magazine*, and at the time of his resignation last summer, he was the vice-president and advertising manager.

Several interesting innovations will follow Mr. Wilson's connection with the *Scientific American*. Definite statements of circulation will be issued for the first time in the sixty-five years' history of this publication.

The annual dinner of the Magazine Representatives' Club will be held Monday, December 19th, 7 p.m., at the Aldine Association Rooms, New York.

L. K. Colton has been appointed advertising manager of *The Christian Endeavor World*, Tremont Temple, Boston.

#### CHOOSE BANK SPECIALIST AS PRESIDENT.

The Cleveland Advertising Club has elected Francis R. Morison president, to succeed Harland J. Wright, who has resigned, as he will shortly move to New York. Mr. Morison is well known in financial and business circles throughout the country as an exponent of practical bank and trust company advertising, and his selection as president of the club from among three hundred and fifty members engaged in every imaginable line of advertising marks a distinct step forward in the proper realization of the great and growing importance of bank advertising. Mr. Morison has been a director of the Cleveland Advertising Club for over five years, and has served as treasurer and also as vice-president.

The retiring president, Harland J. Wright, has occupied the position for the past three years, and has been largely instrumental in bringing the club to its present high standing. On Wednesday evening, November 16th, a farewell banquet was given in honor of Mr. Wright at the Hollenden Hotel. The leading speakers and their subjects were as follows:

John Clyde Oswald, "The Advertiser's Opportunity."

Sydney S. Wilson, "The Development of the Advertising Club Idea."

William R. Creer, "The Future of the Cleveland Advertising Club."

## Important Notice

By contracting before December 31, 1910, the present rate of \$100 per page may be retained on three or more pages to be used during 1911—otherwise the advertising rate will be \$125 per page after January 1, 1911.

THE METROPOLITAN MAGAZINE  
286 Fifth Avenue, New York

6 Beacon Street, Boston  
246 Michigan Avenue, Chicago

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**CORNELL PORTABLE HOUSES**

**Wyckoff**  
**Lumber & Mfg. Co.**

*Garages  
Cottages  
Churches  
Stores*      *Portable  
Buildings  
of all  
Kinds*

*Cable address: Wyclumco      Ithaca, New York*

Nov. 17th, 1910.

McClure's Magazine,  
New York City.

Gentlemen: —

At the request of your representative who called here a day or so since, we have taken some trouble to look up the question of magazine advertising results, from the time our business commenced down to the present, and we find that while two other magazines have furnished us with more inquiries than McClure's, McClure's stands at the head of the list in total number of sales credited direct to any one magazine. One other magazine has done approximately the same volume of business for us with a less number of sales, but this magazine furnished us with more than twice as many inquiries, which we consider a card in your favor, for, while the inquiries received, which were credited to your paper, cost more per inquiry, they were worth more than twice as much per inquiry as those received from any other magazine. In other words, we had to do twice as much work in the

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matter of cataloging, circularizing and letterizing on the larger number of inquiries and in the end only reached the same result as was obtained from the lesser number of inquiries received from McClure's, and the total cost during the whole period was less in McClure's than in the other magazines.

You are at perfect liberty to make such use of this letter as may seem desirable.

Very truly yours,

WYCKOFF LUMBER & MFG. CO.

*Eschwege R*

Secretary and Treas.

***Please note that  
the date of this  
letter is November  
17th, 1910***

*Curtis A. Brady*

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## Finding the Best Medium

### How a Shrewd English Firm Went About It

The way to succeed in advertising is to make use of other people's experience in finding the best medium.

Here is another man's test that settles an important question.

An English firm about to locate in Chicago sent 5,000 letters to farmers in Iowa, asking what farm paper each read.

It was a close test, for Iowa is a great farming State, and a number of splendid farm papers are published there.

2,916 farmers answered. More of these reported that they read the FARM JOURNAL, of Philadelphia, than ANY OTHER FARM PAPER.

This means even more than appears at first sight; for many farmers take the FARM JOURNAL especially *because* its advertising columns furnish them an absolutely reliable guide in buying supplies.

One reader writes that in one year over \$1,500 worth of goods were bought from FARM JOURNAL advertisers in his family alone!

FARM JOURNAL was the first medium to GUARANTEE the reliability of its advertisers, and it has done this steadily for MORE THAN THIRTY YEARS.

Advertisers often report that FARM JOURNAL has brought them more orders than all other mediums used put together.

If you have thoroughly reliable goods, advertise them first in the FARM JOURNAL. Then, if you can find any other medium that gives equal results, go in it, too, by all means, and STAY IN!

Forms for February issue close January 5th, unless all space is taken earlier. Over 800,000, \$4.00 a line.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

## HOW SHALL COMPETITION BE MET?

HOW THE UNITED CIGAR STORES  
COMPANY MEETS ITS CONSIDER-  
ABLE COMPETITION—RELIANCE ON  
SERVICE—SOME PRACTICES OF COM-  
PETITORS.

By Lynn G. Wright.

### II

Corporations which sell through chain stores frequently feel the pricks of competition of the kind usually called "unfair." Chain stores like those of Riker's, Huyler's, Regal and the United Cigar, having weathered successfully their experimental days, are the bright and shining marks for the thrusts of some unfairly competing smaller dealers. Their goods, marketed upon a vigorous and far-reaching plan, are known and accepted by many as standard. They create a following whose numbers often invite attention from competing enterprises.

The experiences of the United Cigar Stores Company are an illustration of this kind of competition. The smoker who has acquired the habit of buying at United Stores has frequently observed how other retail tobacconists are endeavoring to profit from the prestige of the larger concern. Unless he takes especial care, he is apt to find himself entering a store which looks like a United, interior as well as exterior.

The United Cigar Stores Company, in order to set its stores distinctively apart from all other tobacco shops, adopted a special style of window display and a red trimming for the store front, with the United Shield upon one of the large window panes.

It quickly found that, instead of ridding itself of competition, in appearance of shop front, it had simply standardized the front. Hordes of independent stores lost no time in lining their windows with the United Red, even going so far as to "fake" the United Shield, which is the trade-mark of the corporation.

On upper Broadway in New York is a tobacco shop whose name is "The Union Cigar Store." This is lettered upon the front in the manner of a United Store. On this shop front the words, "largest values" are lettered in the form of a shield, appearing, to the careless observer, like the United Shield. Many a man, accustomed to buying at the United stores, has gone into this shop and has asked for a brand of tobacco sold by the United Cigar Stores alone. He has then been informed by the clerk that he hasn't this in stock, but has something else "just as good." Imitators like these seem to see no absurdity in thus staking their fortunes upon the out-worn platform of substitution—in store fronts as well as in goods.

The proprietor of another store surpassed all competitors in imitating the United front. He twisted a word into the semblance of the shield, he picked up a smattering of the United's window trimming ideas, and he threw over the doorway a brass lettering aiming to make capital out of the United name. Having done this, he evidently discovered the one missing detail, for he put upon the middle of the door window the street number in gilt lettering, obviously an imitation of the chain store number upon the glass of each United door.

When Mr. Sherlock, the superintendent of the United Cigar Stores Company, was asked how his concern met this competition, he said that it was the United policy to ignore it.

"We do not regard this kind of competition seriously. These men may fake our store fronts and try to imitate occasionally our interiors, but they cannot imitate our store service and our goods. Men who try to cut into our business in this way are not large enough to imitate us in the vital factors of store operation, like the profit-sharing plan, which binds a clerk to the interests of the company, like the quality of the tobacco we try to give, or like the courtesy with which our clerks serve patrons. We feel, too, that this imi-

tation is beneficial flattery. You can trust to the average buyer to feel himself victimized when he 'bites' at the bait of the fake United fronts. Thus dealers who imitate in this way must know that they can only rely upon transient trade, for a customer who has been fooled is not apt to come again. The ordinary man has a contempt for such methods."

Mr. Sherlock went on to say, however, that the United Company would strike back instantly when a competitor made use of the United Shield, the trade-mark of the corporation. It will protect the exclusive use of this, even if the business which attempts to use this does not sell tobacco. Some time ago a delicatessen store in New York, fancying the shield as a trade-mark and United as a name, blazoned the design upon its front. The United Company immediately brought suit and won the decision.

The company again felt it necessary to go to law when word came that a theatrical company in Cleveland was making use of advertising coupons wonderfully like the United's twenty-five-cent certificates. The theatrical ad entitled "United Press Opinions," was printed upon green paper, and lettered to appear like the United certificate even to the red signature, which, instead of being that of the United, was the name of the troupe. A good imitation of the shield lent conviction.

The press agent who originated this scheme set about scattering the green slips upon the sidewalk. Most men, knowing the redemption value of a certificate, picked them up on sight. With the United reputation behind the "fake" certificate, the theatrical ads sprang into a good and certainly a unique circulation.

In fighting the case, part of the United's evidence was that an inspector had passed some of the advertising coupons in to the girls in the premium department, and that they in turn had passed them out to customers unquestioningly. The United Company secured the decision.

Naturally, independents who do not try to build "phony" United fronts often try to create sympathy for themselves and dislike for the United Stores by calling them a "trust." An old soldier who had a store on 125th street in Manhattan was informed that his lease would expire shortly, when the United Stores would take possession. He moved over toward Lenox avenue, opened a store in a corner of a barber shop and proceeded to do business, loudly calling the "trust" all sorts of names. It so happened that the United Company, even before the removal of the veteran from his former location, had leased a site near Lenox avenue, where the soldier reopened. So when a United store opened here also, the old fellow felt certain that he was singled out for obliteration. He really succeeded in arousing much sympathy and a little new patronage. In this case, the United management held its peace. It evidently felt that it was an occasion when silence would be golden.

Mr. Sherlock, in answer to a question, replied that he did not believe that it would be best to advertise in the newspapers, decrying competitors who operate false front stores and fake shields. He felt convinced that the best results would be derived from a strict reliance upon the company's merchandising policies, the company trusting to them to win trade in the face of the unfair competition.

These instances again illustrate the truth of the doctrine that while unfair competition may sting for a time, a thorough trust in the quality of the goods sold and in the service that sells those goods is the most effective means of defeating competition.

But until the world enters the millennium, manufacturers of good goods must expect to feel the hurt of competing methods that frequently approximate shadiness. A retired salesman lives in ease in a certain town in the East, after twenty years' work selling a mechanical specialty for use in stores. Though he represented a

small competitor of the firm which is best known as the producer of this machine, he frequently narates how little trouble he had in making sales. He knew to a detail the construction of, not only his own machine but also of the larger firm's, which was the one he was usually called upon to displace. With a surreptitious touch of his finger upon a vital part of the rival machine's bearings, he could put it just enough out of trueness to demonstrate the "superior" merit of the machine he sold. In this way, year after year, he worked against the repute of the rival. He consistently refused to enter the employ of the rival manufacturer, perhaps shrewdly surmising that the frequent offers were merely lures to get him out of the field. He only ceased from troubling when, after a merger, his machine was taken over by the other company.

The cure here would have been a campaign of publicity in trade journals by the firm whose interests the over-clever salesman was hurting. The dealer, left in the dark about the different makes of these machines, had perforce to learn from the salesmen. Had the larger firm created character for its specialty in the minds of the trade by well-planned advertising, the merchants would have been his aides in helping to catch the salesman of the tricky fingers red-handed.

#### GAS COMPANY CURRIES FAVOR BY ADVERTISING.

A somewhat unusual advertising campaign has just been concluded in Cleveland by the East Ohio Gas Company, which furnishes the city with the bulk of its supply of natural and artificial gas. An ordinance had been introduced in the Common Council fixing the rate for artificial gas at 75 cents, and of natural gas at 30 cents. It had the support of public opinion and of the newspapers of the city.

The gas company contended that it could not afford to supply gas at such rates. In order to present its case to the public, Vincent S. Cooke, of Blanchard & Cooke, Fifth Avenue Building, New York, was engaged to conduct an advertising campaign in its behalf.

The advertisements appeared daily for six weeks in every newspaper in the city.

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# 30

## Food Manufacturers

have spent with this magazine during the years 1905 to 1910, over

# \$350,000

Today they are using in The Ladies' World over three times what they did in 1905.

Advertisers in other lines find this magazine excellent for their work.

And They know what they get in return for the money expended.

THE  
**LADIES' WORLD**  
NEW YORK

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## WRITING FORM LETTERS THAT "GET ACROSS."

THE DEADLY "FORM LETTER TONE"  
—GINGERIZED IDEAS VERSUS GING-  
GERIZED WORDS—THE OBSEQUIOUS  
"WE AND I"—SOME EXAMPLES.

By Frank H. Holman.

The form letter mechanics have had their say and the imitation personal, and the this and the that style of get-up have had their claims aired.

Now, then, let's get down to the brass tacks of the subject—the *form letter that doesn't get across is the one that has the form letter tone in its copy.*

I suppose that to a chemist or a preacher such a paradox of terms must sound perplexing. But a bright business man will see the point instantly. Nine times out of ten he doesn't stop to examine whether the mechanics of the form letter brands it as such—the *copy is enough for him to tell.*

If it pleases advertisers to send him form letters printed in imitation typewriting, it is easy to forget the illusion so far as appearance goes; but what *does* rasp and file on human nature is the *form letter tone*. No man likes to be herded in lists of many thousand and treated as impersonally and form-letter-y as the phonographic cry of "step lively"—which seems to imply also the idea if not the words: "come on, there; we don't care whether you have red hair or black, real teeth or false, or whether you are gay or serious, left-handed or right-handed, poor or prosperous. We want you to shell-out and buy, every Tom, Dick and Harry of you."

Now, why not be graceful about it, and maintain the beautiful illusion of a personal letter so artistically that the recipient will never make a grimace over it, even though he's conscious of what's going on?

Instead, so many form letter writers, after having brought the mechanical side to something like perfection, raise a disagreeable stench with their copy and spoil

the whole rouging and perfuming process. The form letter, instead of appearing in the delightful and convincing costumery of a real personal letter, comes out on the stage with carefully made up suit of clothes, but with its masque and wig only half on, and obvious to all who have eyes! The audience that was willing to "make believe" becomes sour and cynical at such half-dress.

Everybody knows that *real* personal letters do not make almost frantic efforts to get read, nor do clever word-dances at the start as bids for attention. The real personal letter quietly assumes that it is going to be read—and thereby materially assists in *getting* it read. The man who becomes nervously over-eager and excited in trying to present his proposition, raises the natural doubt in the prospect's mind as to whether the solicitor's evident admission of the hardness of his task of persuasion is not founded on lack of reason for becoming persuaded.

In many form letters upon which creditable energy and enthusiasm has been brought to bear, the argument seems to be panting like a hound on the trail, gasping for breath between words as though afraid every instant that the quarry would get away.

Some solicitors solicit that way and are successful; I suppose some such letters are also successful. I must say they are better than the kind of letters a friend of mine calls morphine pills—because they put you to sleep with their sonorous, snoring paragraphs and over-weening self-centered pride.

Good, red-blooded crisp *ideas* rather than "snappy" words count in good form letter writing. And when that idea is turned face toward the reader (instead of tail, as is so often the case) there is no need of worrying much about "gingerizing" form letter writing. The selling knowledge and analysis of the writer should be gingerized, not the words he writes.

The biggest and most important word in the form letter vocabulary is "you" and not "I." The

form letter that makes good use of this point has half its competition, in the shape of hosts of other form letters, beaten at the start. The letter that is speckled with "I's" or "we's" invites the oblivion of the waste paper basket. A friend of mine who is a master of form letter writing carries this psychological fundamental to the very end: he includes "you" in the first sentence and concludes with, "Very Sincerely Yours," not, be it noted, "Very Truly" or "Faithfully" or the like. The "you" idea is running ahead of all other devices when the reader gets to the end. While this man's practice may seem finical, it illustrates excellently the importance of the question of "appeal" in form letter writing.

Perhaps, in order to illustrate the defect of the opposite manner of treatment, it would be well to present a form letter which is now being sent out by a literary agency, with names filled in. Literary agencies are usually slipshod in this matter. Engaged in selling, they yet seem to have studied scarcely at all the problem of selling psychology as related to their wares. The letter referred to reads:

GENTLEMEN:

For several years we have been handling the work of — (Name of author filled in on typewriter). We believe that his work represents some of the most virile fiction writing of the day. Having made a careful study of — (Name of periodical to which MS. is sent filled in here), we know that it is most excellently fitted to your needs. Stamps enclosed for return, if necessary.

We are,  
BERTRAND'S LIT. BUREAU.

Selling strength here? No! It is pitifully weak in conception and execution. Take the letter apart: In the first sentence is "we," and in the second, and in the third. The subject of every sentence is "we." And at the end is "we are." The unconscious egotism is repelling. But a more serious criticism still is the amateur blunder of claiming to have studied.

In advertising, opportunities begin at home. If a good selling manager with the advertising instinct is put in charge of a plod-

*The Standard Paper for Business Stationery—"Look for the Watermark"*

**When You Order Stationery** take heed that the actual quality of the paper outweighs every other consideration. Whether your order is large or small, it is essential that you select

## OLD HAMPSHIRE BOND

Do this, and there is no danger of your becoming displeased with your stationery when only half of it is used. Old Hampshire Bond never changes and pleases forever.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.

Write for it on your present letterhead.



**Hampshire Paper Co.**  
**SOUTH HADLEY FALLS**  
**MASSACHUSETTS**

*The only paper makers in the world making bond paper exclusively.*

*Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"*

ding business; it is amazing in how many small ways he can make that business radiate advertising. And the form letters are the very furnace fire of that radiation.

A form letter being sent out by Emil Weissbrod & Sons, Inc., of Greenfield, Mass., is reproduced here. It is going to national advertisers who occasionally give novelties at Christmas. Two hundred letters were sent out in the first period and 109 answers have come in reply. More are being received each day. A number of good orders have already been landed. The letter was written by E. J. Reefer, of New York.

EMIL WEISSBROD & SONS.  
Greenfield, Mass.

DEAR MR. \_\_\_\_\_:

Use this TITEWAD with our compliments.

It's something good, something useful, something that will make people talk.

This TITEWAD bill fold, with your address on the inside flap (or elsewhere, if you choose) will set many a tongue a-wagging. It's one of those little things that create a big lot of favorable talk.

Every time a fellow sticks his hand in his pocket and touches this TITEWAD he unconsciously thinks of you. He can't help it. That's human nature.

Can you think of a nobbier, nattier, neater remembrance for your customers? You can buy TITEWADS from 15c. up to \$2.00.

TITEWADS like the enclosed cost 28c. each. And let this sink in: Every one you give away may do you \$100 worth of good.

If you send us word we will give you full details, and we will be able to execute your order in plenty of time for Christmas.

Anyway, won't you please acknowledge this TITEWAD, and let us know what you personally think of it? Please do.

We'll await this letter with keen anticipation.

Very sincerely yours,  
EMIL WEISSBROD & SONS, INC.  
(Signed) EMIL WEISSBROD,  
President.

A Philadelphia firm sells a package brand of peanuts. One letter, sent to every wholesale confectioner and grocer in the East sold 614 cases, at \$18.50 a case. The letter, which follows, was sent only to well-rated concerns:

DEAR SIRS:

Quite original, this package, isn't it? Very appealing, too, don't you think so?

And there's a big profit in these Peanuts. Just as a leader, we're selling them at 50 cents a carton, containing 24 five-cent packages.

You know the retailer will readily pay 75 cents for them. And you and he both make a better profit than on any other five-cent article you handle.

These Peanuts are packed 30 cartons to the case. On the first order we prepay the freight.

You make a profit of seven dollars and fifty cents on every case you sell.

Can you use five cases as a starter? If so, deduct an extra 5 per cent. from the invoice. But your order must reach us before the 10th of this month.

Figuring the discount, these five cases of Peanuts will net you a profit of forty-one dollars and twenty-five cents.

Nuff said. Order to-day on the enclosed postal. Either one or five cases. It will pay you and pay you well.

Yours very truly,

In addition to the postal enclosed was a half-tone illustration of the full carton, showing just how the peanuts were put up to prevent moisture entering the bag.

I believe every live man will agree with me in saying that the following are essentials of good form letter writing:

Get friendly, but don't take liberties. Don't be stiff and dry—talk personalities. Remember that "you" is more potent than "I." Show absolute candor. Know about the man or the men or the concerns to whom you are writing. Don't resort to trite conventionalities. Don't get slangy or funny—comedy is a poor sales instrument. Try to determine how much competition your form letter is going to have for your reader's attention and pocketbook. Then try to estimate the weakness of this competition as shown in the letters. Beat your rivals at the tape. Most form letter campaigns are lost or won the moment the letter is finished—not when the showing is complete.

And in conclusion, here is a sensible suggestion which one man is carrying out regularly: When you have finished a form letter, no matter how good it seems, mail it to yourself, or to your wife. Look it over two days later, after it has "cooled." If you have a wife, let her read it first and ask her for her honest idea of whether or not it will sell goods. Then you can know.

## In three days' time 257 Inquiries were received

from their advertisement in ORANGE JUDD WEEKLIES, so wrote the Secretary of a \$125,000 firm, (name given on request) in less than a week after the initial appearance of their advertisement. And that these inquiries resulted in orders is proved by the fact that this advertiser, selling entirely through dealers, is today using—eighteen months after his letter—full pages in those Leaders of the Weekly Farm Press:

# The ORANGE JUDD WEEKLIES

which, because of the technical excellence and plain, practical way in which they are edited, their articles on timely topics, and the suggestions offered for better farming, are read by 325,000 live, thinking farmers—business men who are making and spending money for the luxuries, as well as the necessities of life, and purchasing "advertised goods" the same as the city people.

Insure quick and certain action by advertising in Orange Judd Weeklies. ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST, the Middle and Southern States; NEW ENGLAND HOMESTEAD, the New England States. 325,000 circulation, weekly, guaranteed. There is *purchasing* power in this circulation.

### ORANGE JUDD COMPANY

Headquarters:

439-441 Lafayette Street  
New York

Western Office:  
1209 People's Gas Building  
Chicago, Ill.

Eastern Office:  
1-57 West Worthington St.  
Springfield, Mass.

## SANTA CLAUS AND THE XMAS APPEAL IN AD- VERTISING.

WHY ONE HOUSE DECIDED THAT THE OLD GENTLEMAN WAS NOT A GOOD SELLING AGENT—HIS ONE STRENGTH SEEMS TO LIE IN SALES TO CHILDREN—THE CHRISTMAS SEASON AND THE "HEART APPEAL."

*By Kirke S. Pickett.*

Santa Claus this year has been exiled from the copy of the advertiser that in past seasons has been the old gentleman's strongest advocate—L. E. Waterman & Co., the fountain pen concern.

Twenty-five or thirty years ago, at the end of the first year's campaign, Santa Claus figured in the conventional cheerful manner in the Waterman pen copy. Ever since, as one Christmas season after another added itself to the long roll of by-gone Christmas seasons, L. E. Waterman has loyally preserved a place for Santa Claus in his holiday advertising.

The invitation to Santa Claus to step down and out of the Waterman advertising this year was not taken because Mr. Waterman has grown lukewarm in his regard, but rather because other counsel has been somewhat reluctantly allowed by him to govern.

Mr. Waterman's idea in clinging to Santa Claus in copy was that he symbolized the spirit of good will in Christmas giving—that, although conventional, Santa Claus was a highly desirable companion to advertising which would most quickly touch the heart.

Mr. Seymour, the advertising manager of L. E. Waterman & Co., believes that the abandonment of Santa Claus and the substitution for him of a pictorial treatment that suggests Christmastide spirit differently, will prove beneficial. As shown in the accompanying cut of a Waterman Christmas ad, which is appearing in a number of magazines on the back covers, this "just as good, if not better" substitute is the branch of a Christmas tree loaded

with gifts, among which, presumably, are Waterman pens.

"Santa Claus, good as he was as a symbol," said Mr. Seymour, "is not and cannot be made a direct selling argument. While it savors of sacrilege to put good old Santa to these sordid commercial tests, an advertiser must have the courage of his convictions. In our back cover advertising, in colors, this year, you will note the branch loaded with gifts. This branch is a direct selling argument, and at the same time is applicable to



FIRST WATERMAN CHRISTMAS AD WITH-  
OUT SANTA.

the Christmas season alone. By this treatment we preserve the Christmas heart appeal and make our presentation more directly productive of sales."

It is enough to make Santa Claus squirm to be yanked into the thick of the business melee in this way, but while the subject is warm, it may be best to mention that in the magazines which carry the most December advertising this year Santa Claus is usually conspicuous by his absence. One of the very biggest general magazines for December has not a Santa Claus in it from cover to cover. He still reigns supreme in the advertising of gifts for chil-

dren—for toys especially he seems to be the *sine qua non*, with his bag full of trinkets slung over his shoulder. But those advertisers who are selling grown-up gifts show little disposition to put up Santa as a pictorial figurehead.

One agency man, who has grown gray in helping sell an all-year-round household staple, became impatient when the Santa Claus subject was broached.

"It makes me tired," he snapped grouchy, "to see the way some advertisers are still playing up Santa Claus. What good is he in copy for a brand of goods that never observes the Christmas holidays? There is no distinctiveness to him. One Christmas season I picked up a newspaper and there on one page was Santa Claus at the head of three ads of totally different goods, in each case with his hands extended in the same old way. Use the Christmas idea in some other way, but drop Santa Claus, is my advice."

This man incidentally is a

bachelor. With no children of his own to revive his ancient speculations of Santa Claus, or even to make him charitable in judging a cheerful myth, he may be mistaken in his estimate of Santa Claus as a salesman.

Yet so unromantic a product as soap is being advertised with Santa Claus. The Christmas Ivory Soap copy has a child sitting before a grate with a pretty, brightly painted soap message for Santa. Such a whimsical yet suggestively practical application of the Santa Claus myth is quite defensible and different.

Gift-giving at Christmastide is admitted by social observers to be on the decline, having reached tiresome and wasteful proportions, altogether misrepresentative of the Christmas spirit. There is bound to be a lesser volume of purely Christmas sales as a result. Sensible business men have for years deprecated the tendency to mass buying and selling with Christmas as a climax (or "orgy," according to the state of one's di-

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**



# November Advertising Gain

In November, 1910, advertising  
in THE CHICAGO RECORD-HERALD

## Gained 218 Columns

Over November, 1909, exceeding  
all previous records for  
November in the history of  
the paper.

### Chicago Record-Herald

New York Office    437 Fifth Ave.

## LO, THE SMALL MAGAZINE ADVERTISER!

THE INTERESTING EXAMPLE OF PEET BROS. — ONCE SMALL MAIL-ORDER ADVERTISERS, NOW WIDESPREAD GENERAL ADVERTISERS—INTERESTING METHODS OF HANDLING THE BUSINESS.

By Theodore E. Ash.

It is a wise policy among both advertising agents and magazine publishers which carefully nurtures the small advertiser. By patiently guiding the footsteps of infant advertisers through that rather perilous time of experiment which even the best advised advertisers must go through, a sturdy and sure-footed advertiser is quite often developed after a period of years.

True, many are not willing to be advised and they inject foolish personal quips and quirks into their campaign which lay them low eventually. But, considering the increasing difficulties of winning a market against a numerous array of goods which are perplexing enough even when advertising is right, there has been raised to adulthood a very healthy crop of small magazine advertisers.

One in particular furnishes a typical example. Gradually growing from practically a small mail-order project, Peet Bros.' hooks and eyes to-day rank well with the famous De Long in point of popularity.

This winning and holding of general favor may be attributed largely to the particularly consistent use of magazine publicity plus a generous follow-up to the consumer as well as to the trade.

The Peet Bros. proposition had an humble origin a dozen years ago. Walter Peet, of a mechanical bent of mind, invented the hook and eye that now bears his name. His brother, Edward B. Peet, gave up an excellent position with a mercantile house to market his brother's little device, and from the very beginning the venture met with success. To-day, big, specially built

machines snip out these handy little contrivances and make women happy the country over, because they keep their gowns securely and neatly fastened, and give married men the new vocation of "hooking" that brings mutterings of discontent from many a boudoir.

The first ad in the Peet Bros.' campaign was fired in the *Ladies' Home Journal*, and the copy that averaged about 15 lines a decade ago has now grown to quarter-pages. Its success is due in great part to the catchy little headlines, which perhaps indicate the fertile suggestions of Mont. H. Wright, of the N. W. Ayer Agency, who personally has been looking after



*Eyes that Make a Dress Fit.*

*"It's in the Triangle."*

Eyes that do not hold a gown steady and true ruin its fit and appearance. Peet's Patent Invisible Eyes, when sewed at each of the three ends of the Triangle, will always stay in place and give absolutely perfect service, holding plaids and seams flat and preventing sagging. They are invariably selected by the best dressmakers.

**PEET'S PATENT EYES**

INVISIBLE EYES, 5 cents.  
Each invisible eye costs 10 cents.

**HOOKE AND EYES, 10 cents.**  
Each invisible hooke costs 10 cents. 10 invisible hooke, and 10 Peet Bros. BLACK OR WHITE, sizes Nos. A, B, C, D, E, and F, are available only at the Peet Bros. Store, 1000 N. 10th St., Philadelphia, Pa.

"We're in the Triangle!"

It is easily sewed on. It is not visible. It will NOT RUST.

**PEET BROS.**  
Dep. 9, Philadelphia, Pa.

THE COPY THAT PULLS FOR PEET BROS.

this business for more than ten years. Magazines of all kinds that appeal to women who make their own clothes, as well as dressmakers, get the bulk of the advertising, while new ones of a general nature, such as *Sunset* and *The Pacific Monthly*, are used to touch upon fields not generally reached by the larger Eastern publications.

The copy is intended solely to send purchasers into the stores for Peet Bros.' hooks and eyes. True, each ad carries several prices, and invites those unable to

secure these hooks and eyes of their dealer to send direct, but comparatively few are the direct requests nowadays, so widely is the fame of Peet Bros. known. "There was a time," said Walter Peet, "that we received orders by the barrelful."

Every year in the history of Peet Bros. has seen an increase in their advertising appropriation. The expenditure in 1910 has broken all records.

Certainly the lion's share of Peet Bros.' advertising has been in the magazines, but these clever brothers have built up a direct campaign, both to the housewife and dressmaker, that is both unique and effective. They are strong on sampling, and for one whole season they were lavish in their free distribution of hooks and eyes on the boardwalk at Atlantic City. They realize that they must send women into the stores for the "eye with the triangular ends," and ever so many ingenious mailing pieces have been devised to accentuate this feature of their product. Just now a beautiful series of souvenir postal cards are going out, bearing a photograph of a handsomely gowned woman whose apparently seamless frock is held in place by the Peet Invisible Eye.

Perhaps the best proof of the hooks and eyes now on the market is the fact that since Peet Bros. started in business there have been at least a half hundred others who endeavored to duplicate their success. The originators alone remain.

Peet Bros. have used all kinds of publicity but have never gone into the newspapers. They feel that the women they are after can best be reached through the magazines, and say they mean to let well enough alone.

#### AN ENGLISH POINT OF VIEW.

A recent London police court case brought to general notice a new phase of the outdoor advertising evil. A constable found a man painting ads on a pavement, and charged him with "wilfully depositing paint upon the footway." The culprit was discharged.—*New York World*.



#### "A concentrated audience"

we called it last week. If the father, mother, sons and daughters family circle sort of an audience is the kind that is profitable to you, you can reach 140,000 of them, and a select class of thrifty, prosperous, good living families at that, through the columns of THE UTICA



It circulates most largely in the splendid trading center comprising interior New York, New England and adjacent states.

Is distributed almost entirely by its own boy agents and carriers at five cents a copy.

All live, appreciative circulation,—no desire, no nickel; no nickel, no GLOBE.

Want to see a list of the towns and villages to which it goes?

#### THE JOHN BUDD COMPANY

Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.



# The Buying Majority

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About 80% of the advertised goods in this country find their *buying majority* in the woman who manages her own household—and does a large part of her own work.

This household manager is the subscriber to whom Every Woman's Magazine makes a distinct appeal. The appeal is in the form of *practical* help in the management of the house, cellar to garret, also in her personal attire and adornment.

## 61.8%

of our circulation is in towns of 5,000 and under. This small-town circulation means a large proportion of household managers and is recognized as an especially strong field for advertisers of feminine and household necessities.

Circulation by states, or any other information, will be cheerfully sent you by return mail.

A quarter of a million guaranteed, at one dollar a line. Forms for February close December 15th. Don't forget that 61.8%.

---

## Every Woman's Magazine

NEW YORK CITY

ROY E. HALLOCK, Advertising Manager

*Eastern Representative*

Walter C. Kimball, Inc.,  
1 Madison Avenue, New York  
6 Beacon St., Boston.

*Western Representative*

W. J. Macdonald  
People's Gas Building  
Chicago, Ill.

## THE BIG STORE AND NATIONALLY ADVERTISED GOODS.

FIXED PRICE A PERMANENT PRINCIPLE—30 TO 33 PER CENT AVERAGE PROFIT NEEDED BY BIG DEPARTMENT STORES—THE RETAILER'S INDIVIDUALITY—ADDRESS BEFORE ADVERTISING MEN'S LEAGUE, NEW YORK.

*By Manly M. Gillam.*

There is a good deal of controversy over the subject of relations of the retailer and the manufacturer, especially with regard to the maintenance of price. I do not see how there can be any conflict between retailer and general advertiser with regard to fixed price. Fixed price has been one of the first things I have known in retailing. Years ago John Wanamaker established the one-price system and has steadily maintained it since. Wanamaker is the man who has practically brought about the one-price idea in merchandizing, and his goods have been sold in every part of the country. In the old days, before this system was established, price really was what the traffic would bear. It went up and down and up and down again, and no buyer could ever tell bottom. The policy of fixing price with reasonable fairness has become almost basic in modern selling.

But this price must leave the proper percentages of profit to succeed. At Wanamaker's we used to figure for a gross average profit of 30 to 33 per cent. Gross selling cost was figured at an average of 20 per cent. Yet, of course, no department store I ever knew got 30 per cent on everything it sold, nor kept its selling cost down to 20 per cent in every case. Wanamaker once said to me he would be delighted to figure always on a profit of 3 per cent. Of course, many articles offer retailers much more than 33 per cent. Some drugs offer over 100 per cent.

But after all, the matter of profit in retailing is secondary to the ability of the retailer. For some years I used to be consulted

by retailers throughout the country on selling policies, and I found that most merchants got into trouble by fooling themselves about the value of goods. They would buy at a given price and then reduce their selling prices by gradual steps until it was cleared out. When they took stock of the residue they mistook its value. No goods in a store are worth more than it would cost to replace them, whatever the selling conditions which have affected the rest of the stock. Seasonable goods are always a problem and retailers are up against their hardest task in solving it. The policy of Altman, New York, is significant on this point. No old goods are permitted on his shelves, and that is why his stocks are exceptional. He keeps turning them over and over, and consequently the selling policy is particularly successful. I fancy that with his \$75,000 a year advertising expenditure, Altman's results are as good as Wanamaker's on his million-dollar expenditure. It is his way of doing business that accomplishes this.

There is one thing about price-maintenance policies on the part of manufacturers that retailers must and probably do observe. If the Ingersoll watch and Waterman pen policies of strict price maintenance were to universally prevail, it would kill merchandizing. There could be no Altman's or other strongly individualistic shops. Where I would buy would be simply a matter of my incidental convenience. The merchant's personality and his particular way of doing business would be more or less overshadowed. It would not make much difference whether I would buy at one clothing store or another if an arbitrary price for a particular similar quality were put on clothing.

Yet style, art, service, the things which differentiate one product and one store from another, are real things and influence the public. The vital things that make retailing would be missing if any other methods were to become universal.

I am asked why department

# A Result Producer

## For \$1.00 Per Line

Have you tried Needlecraft? If not don't fail to get in the February number. We have, in Needlecraft, a new and original proposition—it is a magazine in a class by itself. Needlecraft is devoted to Home Dressmaking, Home Millinery, Fancy Work and Household Decoration. It appeals to every home loving woman. It is a "friend indeed" both to those women who do all their own sewing and to those who do fancy work only.

### IF YOU WANT EXPERT OPINION

send for a sample copy and take it home to your wife. She will tell you that it is a magazine that the mass of women want, need and read.

We accept only high-class advertising and guarantee our subscribers against loss. Needlecraft's readers believe in us, believe in the advertising we carry and what is more to the point patronize our advertisers.

THE CONTENTS OF NEEDLECRAFT TELL our subscribers how to do and make things for themselves.

### THE ADVERTISEMENTS IN NEEDLECRAFT TELL

our subscribers what articles to use in doing or making these things. Are Your Goods Listed There?

**Rate \$1.00 per line.**

**Guarantee, more than 200,000. (For February 250,000).**

**Forms for February close on December 30th.**

**Agency discount and other information on request.**

---

## NEEDLECRAFT

C. D. COLMAN,  
Eastern Representative,  
1718 Flat Iron Bldg., New York.

F. H. BROWN,  
Western Representative,  
1200 Boyce Bldg., Chicago.

stores frequently cut prices on well-known and well-advertised articles. It is because the prominence, the dependability as well as the price of a standard advertised article have worked into the public mind, that department stores make it a target for cutting price. They figure that if they can break into this habit of mind with a surprise in the shape of a price at which a product rarely sold, people will come to the store. It is true that such cutting spells disorganization as a rule. I remember one case at Wanamaker's. We cut Gem ice-cream freezers down to something like two and a half or three dollars, and Gimbel Brothers promptly under-cut us. It was a theory of the store never to permit a price to be beyond that of a competitor, and we marked our price, down again twenty-five cents below Gimbel Brothers. Back and forth these two stores kept up this cutting of prices until we had sold out our stock and were two or three hundred orders ahead, when we threw out this bargain, and made the interesting discovery that all the freezers which Gimbel Brothers had to sell had been bought from us!

There was another case of a glassware man who rented space in the store and after a while advertised a 25 per cent cut. Cleaning out a lot of it, he waited a while and said, "I think I'll fling myself loose on this stuff again." "Thunder, man!" I said. "Can you stand it?" To my astonishment he came some time after this cut and said, "I think I'll stick the knife right into this stuff now!" "Isn't it ruinous?" I asked. He smiled. "There is still 100 per cent profit in the stuff," he said.

Then there are ways in which we used to get around price cutting. For instance, Bissell's carpet sweepers can't be cut, but we had actual Bissell carpet sweepers with the Wanamaker name on them, which we sold at cut prices. The same is true of refrigerators. In this way it is perfectly true that the unadvertised product was a great deal cheaper than the advertised product. Still, I should

have to say that the imitation is never as good as the original.

I am also asked whether cuts in standard merchandise for the purpose of advertising and drawing people are charged by stores to general advertising. Well, department buyers are charged with practically everything under the sun, from floor space, heat, light and almost air, and at the end of the season are frequently shown to be failures! There is much weeping on the neck of the advertising manager regarding advertising expense, which surprises such buyers by its awful total. Consequently, I may say that sometimes such cuts are charged to general advertising by a sympathetic advertising manager.

The average department store insists on being a law unto itself, and consequently observes no rules about cutting prices on advertised goods. A store's chief patronage is more or less a fixed quantity, like the people who prefer to read a particular newspaper. The bargain hunters are a small percentage; but it is the universal policy of big department stores to make just as interesting a time as possible for their patrons. To get hold of a standard advertised product is a familiar means of making such occasions, and what can be done about it I don't know.

#### ARRESTED FOR PUBLISHING TABOOED ADVERTISING.

Upon complaint of Dr. John M. Belfel, of the Wisconsin Board of Medical Examiners, three warrants were issued November 24th, at Milwaukee, for the arrest of Max Paruch, business manager of *Nowiny Polskie*, a Polish daily paper, for the publication of alleged objectionable and obscene advertising. The case is the first of its kind in the state to be prosecuted by the medical board. Heretofore proceedings were instituted by the board against persons responsible for the placing of alleged objectionable advertising in newspapers. Under the new law, the placing of medical advertising in newspapers is regulated by statute. It is declared unlawful to publish advertising relating to certain diseases, with a guaranteed cure.

The *Record-Eagle* is the name of the daily newspaper now at Traverse City, Mich. The Grand Traverse *Daily Herald*, the *Evening Record*, the *Traverse Bay Eagle* and Grand Traverse *Herald* have become one paper under the above title.

## What Are the Assets of Your Business?

Your Patents? Yes.

Your merchandise on hand? Yes.

Your market? Yes.

Goodwill? Yes.

If you had your patents and your merchandise and your cash on an uninhabited island never visited by ships; they wouldn't do you any good, would they? Of course not.

Then a market and goodwill are absolutely necessary to your business? Certainly.

When you restrict your market or fail to cultivate good will, you limit your business? Naturally.

All right. Farmers constitute a big percentage of the market for goods of quality in these United States.

In "The Great Wealth Producing Heart of the Country," they constitute the biggest buying power there is.

If you are not using the good farm papers you are not reaching this part of your market.

SUCCESSFUL FARMING is absolutely the strongest single advertising force in its territory. The money you spend for

advertising in SUCCESSFUL FARMING will buy the good will of more farmers in "The Great Wealth Producing Heart of the Country" than any other use to which same amount of money can be put, because SUCCESSFUL FARMING reaches more of them than any other advertising medium—and our guarantee to every subscriber is back of every advertiser.

Write to us today for facts which we have secured about your business from Consumers, Dealers and Bankers. Ask us anything you want to know about SUCCESSFUL FARMING. We tell you the truth.

**MORE  
THAN 400,000**



**GUARANTEED**

**SUCCESSFUL FARMING,**

**E. T. MEREDITH, Publisher**  
Des Moines, Iowa.

**SUCCESSFUL FARMING, DES MOINES, IOWA:**

My firm makes.....

What can you tell me about the market for such merchandise among the farmers of the Great Wealth Producing Heart of the Country?

Name .....

Firm .....Address .....

## THE DEALER'S PROFIT AND ADVERTISED GOODS.

COMPLAINT OF TOO LOW PROFIT ON ADVERTISED LINES—PRICE MAINTENANCE UPHOLD—RECOMMENDS ELIMINATION OF JOBBER—SALESMEN LIKE TO SELL ADVERTISED GOODS.

*By Samuel Brill.*

Of Brill Bros., Clothiers, New York;  
Ex-President Sphinx Club, New  
York; Address before Advertising Men's League.

The retailer's percentage of profit on advertised articles is not enough. Usually it falls below 30 per cent and averages about 26 per cent. This, in many cases, is below the percentage at which a live retailer can conduct his business in a live way and make a respectable profit. The manufacturer who advertises a good article should by all means protect retailers in allowing at least 30 per cent profit. The lack of this is, to my mind, undoubtedly the reason for many retailers' opposition to nationally advertised products.

The reason that this matter of profit-percentage is now more vital than it ever has been is (though many advertisers may not know it) because modern retailing costs more to-day than it cost twenty years ago. In every direction costs have increased. Either the retailer must meet this situation by means of getting increased profit on his goods or by greater volume of sales, and to secure a greater volume of sales he must correspondingly spend money. You will find it universal, therefore, among retailers, to be less anxious to handle trade-mark goods on which profits are low, than to handle "something just as good"; and let me say that in many cases the goods being sold are really just as good. Take, for instance, Guyot suspenders. While there is a demand for this foreign advertised product, there is not enough profit in it for the retailer, and the American suspender is considerably better.

Why does not, therefore, the manufacturer make it a particular

policy to protect his retailers with a proper profit?

Surely he could do so if he was less wasteful in his advertising. No man believes more in advertising, or approves more of trade-mark and nationally advertised goods than I, yet I must say there is a great amount of money wasted in advertising. I had evidence of it to-day in the receipt of a card notifying me to call and inspect a line of holiday goods, the advertiser of which I did not know personally. The card did not even tell what class of goods it was that he wanted me to see!

Now, as to price maintenance. I strongly advise manufacturers to hold their price—take it away from the retailer who won't hold it. An article which has no fixed price has no fixed value in the minds of the public and can never become popular. E. & W. collars met competition on its 25-cent collar by manufacturing a cheaper collar.

Almost all articles lend themselves to advertising and the maintenance of price. Yes, I believe that even men's clothing prices can and should be maintained. You will notice that we have adopted a "Brill 20" specialty, which is succeeding very well. (Some one came in the other day and said, "I see a 'Brill 20' in the window. What is its price?") Don't be afraid of price. Put value in it, maintain your price, and there is no reason why any article should fail. Manufacturers should seek national outlets, and if appropriations stand it, advertise in the large cities as well.

As to the so-called jobber problem, my advice is, to manufacturers in my line, at least, to sell direct to the retailer. The Gillette Safety Razor, Holeproof Hosiery and E. & W. Collars all sell direct to dealers and do not need a jobber. A large manufacturing concern that has brains enough to manufacture and advertise a good article, surely has brains enough to conduct its own relations with dealers. The use of jobbers, of course, simply means a smaller profit for retailers. I do not

think my house buys anything at all from jobbers except a few lines of underwear and jewelry. There is a better percentage of profit in for us where we deal direct.

The day will come when woolen mills which manufacture cloth will make clothing as well, side by side with the woolen mill, and sell their clothing direct to the retailer. As it is now, the selling agent makes a profit on the piece goods and so does every middleman down the line.

I am asked concerning the guarantee. Everything is guaranteed nowadays and the term is a bit vague in consequence. My own clerks will guarantee sometimes in a loose way, and the man who buys an overcoat and abuses it comes back to have us make good, and we make good. Manufacturers of clothing come to us and make various kinds of guarantees, and one, in particular, I remember, made a sweeping guarantee to take some unsatisfactory goods off our hands at retail prices if the goods did not sell, and yet refused to put it in writing. What are guarantees, therefore? Several years ago Skinner's lining guaranteed their goods for two years and made good. They covered the risks of this guarantee by a profit, and some time later other manufacturers woke up and all began to guarantee. But, of course, they all covered it by a profit.

As to exclusive representation—that is good for the dealer but poor for the manufacturer, for obvious reasons. The subject of manufacturers' stores has come up, but I doubt whether it is a good plan, for other dealers will not handle a line in which the manufacturer also retails.

Retailers, and especially their clerks, rarely like to handle advertised goods, whether people do or do not ask for them. Salesmen, I find, do like to sell advertised goods, but perhaps the inside of it is that the retailer himself, from a profit policy, does not like to sell such goods.

The Ernest J. Goulston Advertising Agency, of Boston, has removed to the Kimball Building, rooms 212-214.

# One

This closeness of relation between what the woman reads that she needs and what the advertiser sells that she needs is one reason why The Woman's Home Companion is astonishing advertisers with the patness of its results.

## MAKING SALESMEN INTO ADVERTISING EMIS- SARIES.

"FELTOID CASTER" SALES FORCE  
MAKES PERSONALLY THE DEMON-  
STRATION OF CONSUMER ADVER-  
TISING—A SPECIALTY THAT  
GREW TO RULE THE PLANT.

Whenever the jobber has been eliminated, the big problem has been to bring home to the dealer the force of the advertising lever that is to make it worth his while to forsake the jobber.

Although the Burns & Bassick Company, of Bridgeport, Conn., has not sought to do away with the jobbing of one of its special products—Feltoid Casters—a plan now being used by the concern presents a new solution of the problem of getting dealers lined up direct. This has for its object a *direct exposition* to dealers and large users of the product of the forcefulness of the company's advertising campaign. To a certain extent, the use of literature in the follow-up has been discarded; the aim is to present the follow-up *in person*.

The "Feltoid" advertising has been appearing in a long list of periodicals and trade papers more than two years—ever since the Burns & Bassick Company realized that the manufacture of "Feltoid" as a side-line could be developed into one of the mainstays of the house. Of late, however, Frank Presbrey, of the Frank Presbrey Company, has determined that more pressure could profitably be brought to bear upon the dealer and the large users—furniture and piano manufacturers.

To this end, the doctrine of "Feltoid" is being preached to the consumer through the use of largely increased space and the use of a greatly increased list of mediums. The consumer periodicals now carrying the copy number more than twenty, and space is used to good effect to get the consumer to insist upon buying articles only with the "Feltoid" caster. With this foundation, the

dealer and the large user are next reached through a large number of trade papers. Then the policy departs from the established one of sending out dealer folders and follow-up letters exclusively, though these are used, of course, to some extent.

At this present time, dealers and furniture and piano manufacturers throughout the country are being visited by the Burns & Bassick salesmen, with the object not only of selling, but also of placing before them in tangible form the advertising aims and expectations of the firm. Repro-



ductions of the copy, the mediums used, the number of consumers reached, and typical direct responses to the advertising are placed before the prospect; and the endeavor is made to instill a better understanding of the campaign and of advertising principles generally. It is asserted that such an exposition is going to make the prospect a firm believer in advertising and in Burns & Bassick advertising in particular, and that his business will be worth tremendously more than that of an "uneducated" dealer.

The following are the magazines which are carrying the "Feltoid" advertising: *Ladies' Home Journal*, *Woman's Home Companion*, *Good Housekeeping*, *Life*, *Country Life in America*, *Harper's Bazar*, *The Outlook*, *Literary Digest*, *The Craftsman*, *Town & Country*, *The House Beautiful*, and the *Christian Herald*. The *Christian Science Monitor* is also used; and the list of trade papers is large.

# Advertising that First Failed and then Made Good

We have just finished a rough analysis of eleven national advertising campaigns which were considered failures at the end of the first year but which later became pronounced successes.

This analysis, although not complete in all details, nevertheless shows the essential causes of the failures and the essential causes of the later successes.

In a clear, yet newsy style it describes the improper and proper use of advertising as illustrated in these actual cases. It shows why some, at least, of the advertising of the present day is not more successful.

This analysis should be exceedingly valuable to advertisers who feel that their advertising is not "cashing in" the way it should, and yet cannot satisfy themselves as to the reasons.

We will be pleased to submit this analysis to any advertiser to whom it would be useful.

*M.P. Gould Company*

Magazine, Newspaper and Car Advertising

31 EAST 22d STREET

NEW YORK

# 8,795,386

## IMMIGRANTS ENTERED THE UNITED STATES IN THE TEN YEARS ENDING JUNE 30, 1910

Armenian - - - -	24,842	Italian (North) - -	342,261
Bohemian and Mora-		Italian (South) - -	1,761,948
vian - - - -	94,603	Japanese - - - -	132,706
Bulgarian, Servian		Korean - - - -	7,697
and Montenegrin	97,093	Lithuanian - - - -	158,089
Chinese - - - -	19,702	Magyar - - - -	318,674
Croatian and Slove-		Polish - - - -	873,660
nian - - - -	309,727	Roumanian - - - -	82,210
Dalmatian, Bosnian and		Russian - - - -	80,602
Herzegovinian - -	30,654	Ruthenian - - - -	143,143
Dutch and Flemish -	83,096	Scandinavian - - -	530,105
Finnish - - - -	133,065	Slovak - - - -	332,446
French - - - -	111,410	Spanish - - - -	48,944
Greek - - - -	210,794	Syrian - - - -	50,281
Hebrew - - - -	976,263		

These are the official figures of the leading nationalities published by the U. S. Department of Commerce and Labor.

There are Fourteen Million foreign-speaking Americans in the United States today.

Who is supplying the necessities (and the luxuries) of life to these consumers?

Who is going to say to the tens of thousands of *strangers* who are coming in daily—"I sell flour"; "I sell clothes"; "I sell shoes"; "I sell tobacco"—and get their trade from the day they land?

These people speak no English. It takes the average foreigner *five years* to learn enough English to read your advertisements.

You can reach him by advertising in the newspapers and periodicals that are published in his own language.

There are 430 leading foreign-language newspapers, published in 26 languages. They circulate all over the United States and Canada.

Don't you think it is time for you to look into this rich market? Write to

**LOUIS N. HAMMERLING**

President

American Association of Foreign-Language Newspapers

703-5 World Building, New York

(The American Association is an alliance of 430 foreign-language newspapers printed and circulated in the United States and Canada, which offers all the facilities of an up-to-date advertising agency for the foreign-language field.)

## THE MAGAZINE INSERT AS AN ADVERTISING PROP- OSITION.

NOT MANY USED—MAGAZINES NOT  
KEEN FOR MANY MORE—POSTAL  
DIFFICULTIES—USED FOR EXPENS-  
IVE AS WELL AS INEXPENSIVE  
ARTICLES—EFFECT ON DEALERS A  
LARGE CONSIDERATION.

*By Theodore Rand-McNally.*

A number of men who have been for years connected with the business of advertising were asked to make estimates—without any investigation—of the sums spent in one year by two firms whose advertisements appear in the national magazines in the form of inserts and back covers. In every case the sum named was very much larger than the figures shown by the advertisers' statements. The indications are that the moral of one of those modern fables has been put to the proof: "A good bluff, well chuckled, is liable to do considerable execution."

The national magazines for November and December contain an unusually large number of inserts; some color-printed and some printed on colored stock, yet the number is only a small fraction of the total number of advertisers. The most probable reason back of this is that though the magazine publishers are willing to insert this form of advertising they do not make a business of having it solicited in the regular way.

A set of hedging conditions as to the weight and nature of the stock, the colors and copy used, and the general type of the advertising are thrown about this special proposition. For its use most of the publishers make an advance in rate which covers only the added cost of manufacture. When the material for the insert is prepared by the advertiser it is bound in the periodical at regular rates.

To many advertisers who certainly cannot be classed amongst

the small fry these facts have not been known. The insert has *looked* too expensive to be considered by many who every year appropriate large sums for advertising purposes. This is a good index of the way in which the prestige that has undoubtedly been gained by their use was secured. They have impressed men who are familiar with the inside workings of the advertising business. How much more, therefore, those who see only the product.

The motive idea back of the use of inserts in nearly all cases where they *have* been used to any extent is that of the prestige gained by domination of the advertising sections in which they appear. One who has had close connection with the use of the scheme said, a few days ago—"Inserts are, in every instance of which I have knowledge, used for the prestige they give. Results do not increase in the same ratio as the expenditure on such advertising, but there are often additional considerations that more than offset the extra investment. The influence of such advertising on the dealer is one of the greatest of these. Cases in which local dealers have turned down opportunities to make a bigger profit on individual sales for the sake of remaining with a firm that does this sort of advertising are not rare.

"Its general advisability? Well, that must depend on the size of the proposition, I think. The insert is a means of telling a long story. If I am going to buy eight or ten thousand dollars' worth of bonds I will listen to or read a good deal of information or argument on the subject. Any other proposition running into considerable money that I may contemplate, will secure from me the same interest. One is not apt to be influenced by the same considerations in connection with a small expenditure and is therefore not willing to spend the same length of time in reading on the subject, no matter how attractive the advertisement is gotten up."

Mr. McKee, of the New York office of the Encyclopedia Britan-

nica, says—"Our use of inserts is largely for the purpose of dominating the section of the magazine in which they are printed. We have a long story to tell and we do not care how long it runs. We have it set in small type and count on its qualities as good copy, printed on good paper in attractive form to make it sufficiently interesting to be read through. The colors in use, to a certain extent provide the feature usually supplied by illustration—unless, as in some of our inserts in the November magazines it becomes a positive detriment. Those inserts were of yellow, buff, cream, green and chocolate brown. The latter, by the way, rendered the advertisement absolutely illegible."

Both these gentlemen, however treat the subject from the viewpoint of the advertiser of an elaborate and expensive article. The utility of the insert on a low-priced proposition is shown by its successful use in connection with articles whose prices range from ten cents to ten dollars. Nabisco wafers and Waterman fountain pens are good examples. The Waterman advertising of the nature of that which they have in the December issues of many of the magazines "has been planned to get the same results as back covers," says one of the Waterman staff. "The story is not a long one and its telling is largely a matter of illustration. You can't sell a man a fountain pen till it has been put in his hand and he has given it a trial. To bring the prospective buyer—and that's the entire public—to the point of making that trial is the entire object of our color advertising. We feel that our position in the fountain pen world is secure enough for us to dispense with prestige advertising, *per se*. If we gain additional standing by our regular sales work so much the better.

A magazine advertising manager, in conversation on the subject of inserts in general, made the statement that "This is no golden-egg-laying-goose. We, of course, do not go to the bother these

things cause us for the good of our health. It is a matter that we have let take care of itself to a great extent, however. To urge it on advertisers would be to invite it to defeat its own end. One or two inserts may gain special notice for the advertisers; more would be useless, as they would then descend to the level of the ordinary. Then there is the postal department which must always be considered. The action of the Canadian Government on the Encyclopedia Britannica insert is an example of what we must always be on the outlook for. The matter of sampling is one of the department's *bêtes noires*. If that encyclopedia insert had been printed on India paper its use would have been risky business, and in all probability most of us would have turned it down. This, all because it contains the statement that an India paper impression is offered for sale. There are nine chances to one that the postal authorities would have classed the paper as a sample of that which is contained in the books."

The objection recently raised by the Canadian postal department was based on the fact that the pages of the insert were without folio numbers to identify them as a part of the magazines.

The regulations governing this type of advertising in Great Britain, France and Germany are much more inclusive than those of America. In Great Britain the same postal rate applies to periodicals, plans, maps, catalogues, prospectuses, announcements, circulars, engravings, photographs, designs and samples in printed form. "Printed articles constituting the sign of a monetary value" and stationery in any form are the only things prohibited. France and Germany enjoy practically the same liberties in the use of advertising in the magazines.

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The Hunton-Fell-Elliott Company, Inc., has been organized to do a general advertising business in New York with a capital of \$20,000. The incorporators are Logan A. Hunton, Albert W. Fell, both of 5 West Nineteenth street, New York, and James Elliott, of Germantown, Pa.

# By Far The Best Of 50 Mediums Used!

That's what the results of the advertising campaign conducted by The Americana Company proved the

## TECHNICAL WORLD MAGAZINE

to be. We reproduce The Americana Company's letter. The success of their advertising in the Technical World Magazine is only the natural result of the high-class circulation of this publication.

THE AMERICANA COMPANY  
Publishers

THE AMERICANA  
225 Fifth Ave., New York

September  
First,  
Nineteen Ten.

Technical World Magazine,  
Chicago, Ill.

Gentlemen:—

Of more than fifty mediums used, the Technical World was by all odds the cheapest because it brought the largest volume of business.

During the past year I have used six and one-half pages, and would ask you kindly to reserve the page facing second cover for October and November.

Yours very truly,

THE AMERICANA COMPANY,  
R. S. PEALES,  
President.

### TECHNICAL WORLD MAGAZINE

3758 Drexel Ave., Chicago

New York Office, 1 Madison Ave.

## WHERE TO DRAW THE LINE ON FINANCIAL ADVERTISING.

THE PUBLISHER'S RESPONSIBILITY TO  
THE INDIVIDUAL INVESTOR—GREAT  
INCREASE IN FINANCIAL ADVERTISING  
MAY BE EXPECTED IF THE  
FAKERS ARE ELIMINATED—TO  
WHAT EXTENT IS EXTRAVAGANCE  
OF STATEMENT PERMISSIBLE?

*By Charles Austin Bates.*

To what extent is a publisher responsible to his readers?

Editorially, the sincerity of all publications may be presumed. If the editorial policy does not please the reader, he simply ceases to be an "old subscriber" and the editor's power to influence him is past.

The editorial policy must also control the news columns, and the editor is undoubtedly responsible to his readers, and is held responsible by them, in this department. If he persistently gives them inaccurate or garbled news, they find him out, and his circulation is decreased accordingly.

What is the publisher's responsibility for his advertising columns?

If by his editorial policy and the accuracy of his news he has gained the confidence of his readers, is he not bound to respect that confidence by introducing through his advertising columns only such concerns or individuals as have his personal approval?

Every advertisement seeks to secure money from the reader. Broadly speaking, the publisher directly shares in the cash proceeds of the advertising. The advertiser accepts the direct, or tacit promise of the publisher that the advertisement will secure the money of the reader.

The continuance of an advertisement in any publication is proof that the advertiser believes he is getting a profitable amount of cash from the readers of that publication, and the publisher accepts his share.

This being true, is there any

ground on which he can rightfully escape responsibility?

To the average reader, the appearance of an advertisement in his favorite newspaper, or magazine, carries the implication of endorsement by the publisher. This endorsement is perhaps not so direct or emphatic as would be the personal introduction and recommendation of the publisher, but the difference is one only of degree.

A man carrying a personal note of introduction from Mr. Pulitzer, Mr. Ochs, Mr. Ridgeway, or Mr. McClure, would be sure of favorable consideration for any business proposition he might choose to present.

The fact that a man is known as the associate of the friends of any of these publishers, would give him a certain standing, due entirely to that association.

Presumably a gold brick man would not be welcome in such a circle, and certainly if he were welcomed there, it would greatly facilitate his nefarious operations.

It would seem to require no very great stretch of logic or imagination to find a parallel in the introduction of a gold brick advertisement in the columns of a respectable publication in association with legitimate advertising.

As many as twelve years ago, I asked Mr. Curtis P. Brady if *McClure's Magazine* was not making so much money that it could afford to exclude the few questionable advertisements it was then carrying. At first he did not believe that there were any objectionable advertisements in the magazine, but when I pointed them out to him he said that *McClure's* readers were too intelligent to be hoodwinked by such manifest frauds.

I suggested that if this were true *McClure's* was obtaining the money of the advertiser under false pretense and without adequate return, whereas, if, as I believed to be the fact, that it was his readers instead of his advertisers who were deceived, the publishers were receiving a share of the fraudulent profits.

He had never thought of it in just that way before, and it was a very short time indeed until the pages of *McClure's Magazine* were just as clean as they have been ever since.

Now, no man in his proper senses would question the absolute honesty of Mr. Brady or his associates. Neither would he question the personal honesty of the publishers of any reputable newspaper or magazine.

But is it possible to refute the statement that a very considerable portion of the money dishonestly obtained by the advertising of recently exposed promoters has gone directly into the pockets of reputable publishers.

The plea of ignorance will not be accepted, for there is certainly no class of men in this country superior in alert acumen to those engaged in the business management of our great publications. I know of no men whom it would be more difficult to deceive.

Those who have shared in the spoils of dishonest advertisers have done so simply because the moral side of the question had never presented itself to them.

I remember some years ago asking the very able advertising manager of a leading New York daily, which was then not so prosperous as it is now, why he did not cut out a lot of the fake financial and the "Old Doctor" advertising. "Why," he said, "do you know how much that amounts to in a year?—over three hundred thousand dollars, and the old man needs the money!"

The defense of the publisher, when any defense is offered, is that it is manifestly impossible that he should investigate the truthfulness of every advertisement offered, and that even if he did investigate, the honesty or dishonesty of a great many advertisements would, in the last analysis, be largely a matter of personal opinion.

There is, to be sure, a great deal of truth in this contention. Judged by some standards, there is perhaps very little advertising which is absolutely and completely truthful. There is always to be

## Quality

HUMAN LIFE appeals only to the better class of people, the reading, thinking, buying kind.

73,889 copies of HUMAN LIFE circulate monthly in towns of less than 10,000.

49,033 copies of HUMAN Life circulate monthly in cities of from 10,000 to 25,000.

Our principal circulation is in small cities, towns and villages not reached by magazines with a large city newsstand sale.

160,000 guaranteed — and growing fast.

Rate 75c a line.

# Human Life

THE MAGAZINE ABOUT PEOPLE

530 Atlantic Ave., Boston, Mass.  
1 Madison Ave., New York  
79 Dearborn St., Chicago, Ill.

taken into account the natural enthusiasm of a creator for his own product. The publisher may reasonably say: "I am not an expert in finance, and do not pretend to be able to draw a definite line between the financial advertising which is honest and that which is dishonest. I cannot pretend to advise my readers on their investments, or even to prevent their taking a gambling chance if they are blame fools enough to want to do it. Moreover, my readers represent all classes of people—what is a good investment for one class may be a poor one for another. I must presume that they are intelligent because they read my paper, and, moreover, they have the inalienable right to exercise their own judgment in their own affairs."

The publisher who takes this attitude, merely does not appreciate his own importance—he does not realize the prestige which he has with his readers. He thinks of himself and his publication as separate and distinct entities, and he is willing to give in his paper, an introduction which wild horses could not drag out of him personally.

It is undoubtedly true that publishers cannot establish a strict censorship over their advertising columns. They cannot assume the responsibility of the expense of a thorough investigation of every financial proposition presented to them, but it would be a very simple matter for them to exercise approximately the same care of the character of their advertising that they would of the character of an applicant for even a minor position in their cashier's department. If the assistant cashier is unable to give a greater or less number of eminently satisfactory references, he does not get the job.

It would be but little more difficult for the publisher to determine the honest intention of financial advertising offered, than it is to determine the probable honesty of a proposed employee.

Most of the small investor's money is lost in propositions which are plainly dishonest and a very slight investigation will ordi-

narily make this dishonesty plainly apparent.

The investor has a sufficiently difficult problem in discriminating between perfectly sound investments and those which are unsound or doubtful, even though presented in all honesty by their promoters.

The element of risk is present in all business. The fallibility of weak human nature must always be reckoned with, but, if we eliminate the dishonest propositions, those which are advertised simply and solely to get the investor's money and with no idea on the part of the promoters that there will ever be a return on the investment, those that remain may well be left to the judgment of the investing public.

The vendor of securities who is unwilling to submit to investigation, and to supply evidence of reliability and responsibility, is certainly unworthy of the confidence of either the publisher or his public.

If there are identified with the proposition men of unquestioned standing, their endorsement should be sufficient to relieve the publisher of responsibility, and this endorsement can be readily produced for any honest proposition.

The requirement of such endorsement would automatically cut out nine-tenths of the objectionable financial advertising, and this elimination would unquestionably result in a greater volume of more desirable business for the publisher.

There is, among a large class of people, a very strong feeling that, barring the offerings of very well-known banking houses, the fact that a stock or bond is advertised for sale in the newspapers, is in itself proof that the security is undesirable.

This feeling is reflected in the position of a great many financial houses which refuse to advertise in the newspapers, for the reason that if they do their securities are pretty sure to be classed with the fakes which will probably appear on the same page.

This is a deplorable condition,

Did You See  
The December Number of

# **BUSINESS** *and* **The Book-Keeper** **?**

This number is only a fore-runner of the coming issues—except they will be better each month. Before the December edition was entirely mailed we received orders from **five new advertisers** for space in January

## **BUSINESS** *and* **The Book-Keeper**

What does this mean? Just this—

## **BUSINESS** *and* **The Book-Keeper**

is to-day commanding more attention than at any other time in its history.

BUSINESS and The Book-Keeper is bringing results to its advertisers.

BUSINESS and The Book-Keeper and the business man are inseparable.

And, finally, BUSINESS and The Book-Keeper is your one big advertising opportunity in January. Last forms close 25th of month preceding date of issue.

**The Business Man's Publishing Co., Ltd.**  
**DETROIT, MICH.**

because there are many hundreds of deserving propositions needing capital and which are yet not of a character or of magnitude sufficient to interest the larger and better known banking houses. Not wishing to be classed with the fakes, the promoters of these enterprises perforce resort to presentation through the mails.

This is an effective, but costly, method, and if the columns of the newspapers were free from the so-called "Get Rich Quick" advertising they would, I think, be filled with legitimate announcements.

One danger in the establishment of a censorship over financial advertising is that it may be carried too far. There are even now some publishers who are so straight that they bend backward. They are, of course, entirely within their rights when they accept or refuse a given announcement, but it is very easy in establishing an ironclad rule to not only reduce the legitimate income of the publisher, but to do an injustice to very worthy enterprises and, incidentally to exclude from the readers, opportunities which might be extremely beneficial to them.

There is a tendency on the part of some magazine publishers to judge investment propositions rather by outward appearances than by actual facts.

The announcements of long-established and responsible banking houses are accepted by these publishers without question—without investigation, while other advertising is excluded, simply because it does not have the backing of these banking houses, though it may have the endorsement and approval of business men of at least as high character and as great financial responsibility as the bankers.

Some advertising is declined because it contains what the publisher regards as extravagant statements.

In my opinion no advertisement should be excluded on this account alone, because extravagance of statement is quite largely a matter of personal opinion, and if men of adequate responsibility are content to make seemingly ex-

travagant statements, and stand by them, the publisher may safely assume that the knowledge of these men on this particular subject is greater than his own. In other words, he should accept the preponderance of real evidence. If he is still doubtful he may ask for proof that the statements in question are not extravagant, or he may even insist on their modification before he will publish them.

A great many financial advertisements are couched in such conservative and such dignified words and phrases that they really give very little information about the securities they present.

This form of announcement is so prevalent that there has arisen a prejudice against any financial advertising which wears a different dress. This prejudice is a natural one, for the reason that the financial fakers, understanding the power of advertising properly done, have written their announcements in glowing and enthusiastic terms, and have apparently given very complete and detailed information concerning the projects they are promoting.

The result is that many legitimate enterprises, the marketing of whose securities necessitates descriptions, details, enthusiasm and argument, have been between the devil and the deep sea. Being comparatively small and entirely unknown, the usual form of established banking house announcement is in their case utterly ineffective. If they use that form of announcement they will lose the money paid for the advertising. If they present their case by somewhat the same method as that employed in mercantile and manufacturing businesses their announcements have considerable outward resemblance to those of the fakers. They appear in the same publications, and indiscriminating readers place them in the same class. The logic, of course, is faulty, and is about on a par with that which would result in the statement: "I know one rascal who wears a green necktie and a fur overcoat. Therefore all men who wear green neckties and fur overcoats are rascals."

The publisher's safety, and I believe his absolute safety, would lie in securing the opinion and recommendation of experienced business men of known standing who have become identified with an enterprise after an investigation which has resulted in an investment of their own money.

These opinions and recommendations may be easily secured. When financial advertising is offered, let the publisher require a number of references of the character mentioned, and usually within a very few hours he can have on his desk written evidence that will either relieve him of all responsibility, or will result in his refusal of the advertising offered.

This very simple method will at once eliminate all of the actually dishonest financial advertising, and that is as far as the publisher has any right or ability to go. If he attempt to say which of the enterprises advertised will be successful and which unsuccessful he is assuming too much—he is gratuitously forcing upon

his readers his own personal opinion, and if he should carry this process to its logical conclusion, excluding from his publication all advertisements of things which seem to him personally undesirable, he would not only place himself in a position most difficult to maintain, but his advertising pages might be very lean indeed. For example, he might not care for the odor of gasoline and might believe that many of his readers would be irreparably damaged, morally, physically and financially by the purchase of automobiles. The same line of reasoning might occasionally exclude the advertisements of Shredded Wheat Biscuits, firearms and talking machines because some of us are not so enthusiastic as others about these productions, and the publisher is only human after all.

The public merely wishes to be protected from crooks. It does not require a guardian.

It wants a policeman—not a nurse.

WE HAVE THE PLEASURE TO ANNOUNCE  
THAT

Mr. H. J. PRUDDEN

has joined our organization and will be at the head of our Contract Department, where he will have entire charge of the buying of space.

We earnestly solicit for Mr. Prudden in his new connection a continuance of the many courtesies which the publishers have been in the habit of showing him.

H. E. LESAN ADVERTISING AGENCY

527 FIFTH AVENUE, NEW YORK

CHICAGO OFFICE: 1545 COLONY BUILDING.

## NO CREDIT, NO TRADE.

THE VIEW POINT OF THE SOUTH AMERICAN BUYER OF NORTH AMERICAN GOODS—UNITED STATES MANUFACTURERS DO NOT REALIZE THE VASTNESS OF SOUTH AMERICAN FIELD—COMMUNICATION TO THE NEW YORK "SUN."

By W. J. Davies.

In the course of a recent conversation with an influential merchant and banker doing a large importing business on the west coast of South America I inquired why it was that the South Americans did so little trading with the United States and so much with Europe.

Significantly and pungently he remarked:

"No credit, no trade." "You see, sir," he continued, "the Germans give very liberal credit, ninety days; yes, one hundred and eighty days, and even longer. Of course we pay interest and have no objection; it is a great convenience."

"And the English, sir?" I asked.

"Yes, the English also give credit; also the French—in fact, all countries except America."

I further inquired: "Assuming that financial arrangements with America were equal to those existing between South America and Europe as to credit, would this in your opinion be the means of materially increasing business between your countries and America?"

"Most positively, sir; much, very much."

In these few outspoken words this gentleman enunciated the truth about the deplorably small amount of export trade between the United States and South America.

No credit, no trade.

In order to compete equally successfully with Europeans and get their share of the great volume of trade awaiting them in South America at the present day and the still greater volume available in the very near future, the American manufacturers must make up their minds to give credit.

It is unreasonable, senseless, in fact, for the American manufacturer to exact "cash with order" or "cash f.o.b." in the United States. The foreign buyer, not unnaturally and with much reason, raises the following among other objections:

The order and money may miscarry.

Should the order and money arrive safely, in all probability there would be greater delay and indifference in executing the order, especially as the manufacturer had got the money.

Other reasons may occur for the non-fulfilment of the order, such as death, dissolution of partnership, failure, financial embarrassments or other unforeseen causes.

The goods, should they arrive at their destination in good order, may not be in accordance with the order, or they may be damaged. This last is not an unlikely contingency, bearing in mind the reputation Americans have for careless export packing.

With equal force the American manufacturer may retort:

1. How do I know who this fellow is?

2. Does he expect me to part with the goods and pay all transportation charges and other expenses besides, and then perhaps the man dies, fails or goes out of business and makes all kinds of excuses for refusing the goods and payment?

3. In any event, how do I know whether he is good enough for the money? I can get no rating or security.

If the average American manufacturer were to be told that Brazil alone is much larger than the United States, he would hardly believe it. If further informed that Latin America comprised twenty republics, varying in size from the area of Brazil to Salvador, and that this latter country would take in Rhode Island six times over, he would be amazed. Still further, if he knew that the combined area of all the Latin American republics amounted to a total of 9,000,000 square miles (three times larger than the

United States), that the combined population amounted to 70,000,000, he would look aghast; and finally, if he could be shown that these countries together bought goods from abroad to the value of \$1,005,000,000 a year, and that the United States sold only one-fifth of this total, he would be liable to gasp and exclaim:

"Where do I come in on this proposition?"

The best and most sensible answer and advice would be: "Go after the business seriously and properly and give reasonable credit, as other countries do."

This can only be done efficaciously by creating and fostering greater confidence and trust reciprocally, and this can only be successfully accomplished by extending credit where and when necessary or advisable.

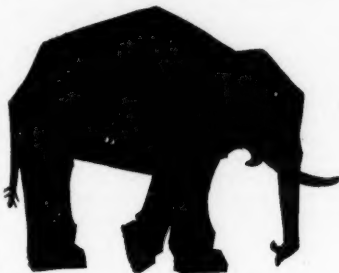
#### THE MONITOR'S SECOND ANNIVERSARY.

The *Christian Science Monitor* of Boston celebrated its second anniversary by publishing a Thanksgiving number, November 23, of ninety-six pages, and an issue of 500,000 copies. The intent of the publishers was to make the anniversary issue an international newspaper in every respect. The paper was made up in eight sections of twelve pages each.

The volume and class of advertising carried is looked upon as more or less unusual for a daily paper. A large number of national advertisers of note, representing all sections of the country, used space; and about sixty pages of advertising were carried. Of this total, twenty were full page ads and there was one double page spread.

The *Tobacco World*, which has been published in Philadelphia since 1881 by the Tobacco World Corporation, has been purchased by the Trades Publishing Company. J. Lawton Kendrick is the new managing editor and S. Addison Wolf the advertising manager. Since the publication changed hands the managers claim to have secured seventy new advertising contracts and to have increased the circulation more than 50 per cent.

Theodore B. Creamer, one of N. W. Ayer & Son's strong copy men, and who originated the "Prince Albert" tobacco copy which has been running in all the prominent publications, has severed his connection with the well-known agency. Mr. Creamer will enter the advertising field for himself, running a Special Service, supplying copy to agencies and large advertisers.



A German, an Englishman and an American were each about to draw an elephant.

The German evolved an elephant from his own inner consciousness.

The Englishman read all the books he could about elephants.

The American went to the Zoo and looked at an elephant.

Have you, Mr. Manufacturer, evolved the Farmer from your own inner consciousness or read about him in the comic papers, and then decided that you cannot sell him your goods?

If so, come and look at him. The Farmer is simply an American who lives in the country. He can and does buy the kind of things that you do. Every Farmer is a home provider. Of the 450,000 farmers who read *Farm and Fireside* 87 per cent are home owners.

## FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio  
New York [2] Chicago

## CLOTHING TRUTHS AND FASHION PLATE FICTION.

THE FAULT OF THE PHOTOGRAPH IN CLOTHING ADVERTISING—THE PASSING OF THE "SHEET IRON" EFFECT—IMPORTANCE OF THE HUMAN ELEMENT.

By F. J. Widener.

At a gathering of advertising men held last October in Rochester, the subject of the "Place of the Picture in Copy" or realism in ad illustration was being discussed, when the chairman, addressing Nat. Olds, of the Stein-Bloch Company, said—"I notice in the photograph advertising that you are running you take the costume and throw it over the back of a chair. What led you to do that in preference to the older way?"

Mr. Olds' reply was, "There are several reasons that prompted us. One was the fact that for eighteen years the great body of readers of the periodicals in which national advertising is carried on have been simply satiated with a Nine-Foot Man and the Bull Dog and the Girl. It seemed to be impossible to sell clothes without having the girl and the dog and the man that was not human, to attract the attention. Our theory was that Stein-Bloch smart clothes have an inherent selling value, a dollar-for-dollar value, that made them worthy of advertising as clothes. Consequently it was up to us to present them to the possible customer with exact truthfulness. If they had in them the style and the fit that made it possible for a man to wear them and they are photographed before a camera which does not do anything but tell the truth, why then, the photograph was the thing that we wanted."

That it is not what many others want and are bound to have is evinced by the reply of Mr. Newton, of the Wooltex Company, to a question regarding his success with the use of drawn models. "We have been experimenting for about four years and could never get any satisfactory

results in photography. The fine lines that can be drawn out with exaggeration by pen and ink give you more style than you can get from a photograph. We used them some years ago and the effect was disastrous. They looked short and squatty and we could not get the lines we wanted. As a matter of fact the pictures we are using this fall are actual portraits drawn on living models, but the artist has used her own judgment sometimes in modifying the lines."

The Stein-Bloch advertising to which Mr. Olds referred in the above quoted discussion is the acme of realism—of one kind, that of fabric. "The man, the dog and the girl" element which they have eschewed is the basis of another sort of realism—that of life and action. It must rest with the advertiser which he prefers. The question becomes one of determining which type of mind predominates in the ready-to-wear-clothes buying public; that which responds to an appeal made by details or by general effect.

Not long ago one who is closely associated with the dictation of fashions said, "I've often been tempted to go and buy from one of those big concerns that advertise in the *Saturday Evening Post*. Their stuff looks so natural and attractive on the men they draw and in the surrounding they give it." When this man was shown an advertising illustration that had been reproduced from a photograph he said—"That doesn't tempt me."

It is clear that in either of the opinions that have been outlined, the departure from the sheet-iron effect of absolutely smooth, unwrinkled garments that held sway in clothing advertising for so long is complete. The automaton type of illustration is giving place, even in fashion plates, to that in which the clothes are drawn as they would look upon a real live man with all the folds, drapings and position reproduced as the artist sees them. The opinion of a fashion magazine authority, as expressed a few days ago, is almost a direct reply to the follow-

ing question regarding the artist and his work that is taken from a letter which was addressed to PRINTERS' INK during November.

"Should he confine his artistic effort strictly to the depicting of the clothes and show the model or style of garment to be illustrated regardless of anything else, or should he permit realism and naturalness of the human element to predominate?"

The fashion artist said—"Freedom of expression in line draw-



## LETTING THE COAT SPEAK FOR ITSELF.

ings and half-tone will produce far better results than any reproduction that can be made from a photograph. The *loss* of style may not be due to the *lack* of style in the garment or the model but is in most cases caused by the foreshortening incidental to the photographic process. The photograph is realistic but there is no doubt that the artist's work has more style and snap. He can exaggerate without its becoming palpable and in that lies his advantage. The object must be to make a garment—whether for man or woman, in a fashion plate or an advertisement—look not as the maker would like it but as

**The highest  
average of  
readers'  
buying power**

is what you are offered by

The  
American  
MAGAZINE

*"The National Shop Window"*

Proof (mailed on request) is in the tax assessors' reports on The American Magazine subscribers' taxable wealth.

This high buying power, coupled with confidence, and the lowest rate per thousand circulation, make

**“The national shop window”**

the most advantageous opportunity  
in the field of national advertising.

**The American Magazine deserves  
a place on your 1911 list.**

**\$312 the page.**

**Phillips Publishing Co.**

**Union Square North, New York, N.Y.**  
**150 Michigan Boulevard, Chicago, Ill.**

the wearer hopes it will make him or her look.

"We picture all gowns on sylph-like figures for even if it is to be worn by a portly dowager she likes to believe that she is at least approaching the ideal pictured. This exaggeration is perfectly allowable. It is not an intent to deceive. Most fashion magazines use eight and a half or nine head figures. That is not human proportion in length and one needs only to look at them to realize that they are not human in breadth. They may form a distorted ideal but it serves its purpose of style display wonderfully well.

"No, the human element cannot enter into fashions as I think it should into advertising. Fashions must show every seam and tuck. Advertisements need give only style, fabric and general effect. It is my opinion that the more human nature you can get into advertising art work, if the subject relates directly to human beings, the better. With a mechanical article, say an automobile, I should suppose one would have a very different proposition. If I were advertising a car I would never let an artist draw it except as an accessory to a picture to be used for general display work—photographs—every time. The artist will never accomplish the necessary detail. Of course the same loss may take place in relation to clothing illustration. If the artist is given too great leeway he is very apt to sacrifice the garment to the pose and the human element of his picture."

#### "BUSINESS SCIENCE" CLUB STARTS ACTIVITIES.

The Business Science Club of New York held its first meeting for the season in the quarters of the Aldine Association November 22nd. The club, which has been growing in both numbers and importance for the last five years, has for its object "The discovery and development of the methods and ethics of successful business."

H. D. Robbins, of N. W. Halsey & Co., the president of the club, presided at Tuesday's dinner and introduced the speakers of the evening. These were Joseph P. Day and Walter Stabler, who

spoke on "Real estate, its business methods and principles," and Howard S. Mott, whose subject was "The business and financial outlook at the present time."

Mr. Day, who was the leading speaker of the evening, spoke first of the psychology of the salesman and accentuated the value of not talking too much—especially in selling a house. All phases of private selling were taken up by Mr. Day, and then his great specialty, auctioneering, was explained.

How auction sales are got, was an interesting part of Mr. Day's lecture—"First," said Mr. Day, "by personality; second, perseverance; third, stability; fourth, good advertising; and last but not least, results. Advertise if you want to get results.

"Judicious advertising will build up any business, provided the article for sale meets the demand either existing or capable of being created; the normal buyers of the article are such that they can be reached by advertising of one form or another; the advertiser has a reputation for integrity and fair dealing which makes his printed word believed; and a competent executive and sales force is at his command to reap the full benefit provoked by advertising. It behooves every advertiser who values permanent trade more than a single sale to stick strictly to the truth. This truth, of course, can be attractively stated, but the statement should not exaggerate. I find it better to understate than to exaggerate in real estate advertising, and it is well in making an argument for a property to differentiate sharply between what is actual fact and what is merely your personal forecast of future values.

"One of the great functions is to create a demand—make people know that they want an article. The advertisement which is written merely to those who know that they want the article misses half, or at least one-third, of its opportunities. The sort of man you are trying to reach determines somewhat the style and size of the advertisement. The man who knows what he wants and is looking for it may search for your small advertisement in the crowd, but he will surely see your advertisement if you offer what he wants prominently. In advertising a successful merchant forgets his prejudice and puts himself in the place of the prospective customer."

The officers of the club for the ensuing year are: H. D. Robbins, president; Cornelius S. Loder, first vice-president; W. H. Britigan, second vice-president; A. W. Kimber and L. S. Wright, secretaries, and John K. Fitch, treasurer. The regular monthly meetings of the club will, for this year, continue to be held in the rooms of the Aldine Association.

At the noonday luncheon of the Pilgrim Publicity Association, November 28, Hon. Louis A. Frothingham, Lieutenant-Governor of Massachusetts, was the speaker. His subject was, "The Work of our State Institutions." A large number of Pilgrims and friends attended the meeting.

A Recent Examination of the Des Moines, Iowa,

# Register and Leader

and

# The Evening Tribune

BY THE

**Association of American Advertisers**

shows a combined daily circulation for October 1910, of

## 53,009 Net

Deducting all samples, returns from newsdealers and newsboys, files and every paper left over or not accounted for.

(Register and Leader 35,120, Tribune 17,889.)

## An Increase of 20,042 in 2 Years

The last examination of the A. A. of A. in 1908 gave the Register and Leader a net circulation of 32,967. The Register and Leader Company did not begin publication of the Tribune until December 1, 1908—two years ago.

One other Des Moines paper, which refused to permit an examination, has suffered heavy circulation losses, and another evening paper's circulation has shown no increase worth mentioning in the last three or four years.

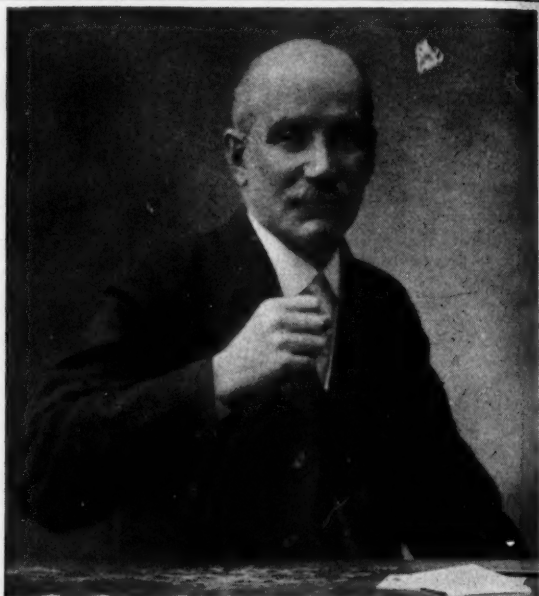
The more you know about the Des Moines newspaper situation, the more you will be convinced that your advertising should be in The Register and Leader and The Evening Tribune.

*Representatives*

Jno. Glass  
Peoples Gas Bldg.  
Chicago.

C. I. Putnam  
34 W. 33rd St.  
New York.

# By George It Has



MR: W. H. GANNETT,

Publisher **COMFORT**, Augusta, Maine.

Dear Sir:—

Send your stenographer away, close your office door, look at that blank space in the wall and ask yourself quick: "**Has my publication gone ahead during the past year?**"

If, after five minutes, you can hit your desk hard and say, "**BY GEORGE IT HAS!**" then here's our hand. . . . .

Facts such as your advance in 1909-1910 advertisers are hungry to get. Very truly yours,

J. M. HOPKINS, Gen. Mgr. **PRINTERS' INK.**

# It Has!

**COMFORT has gone ahead every month during the past year.**

Gained in advertising patronage every month.

Monthly gain **11%** to **86%** over corresponding months of 1909.

Carried **33% more advertising** in 1910 than in 1909 which was COMFORT'S best previous year.

Larger and better COMFORT the past year.

Subscriptions increasing, especially renewals although the price was raised a year ago.

Our banner year is closing with more contracts than ever before for large space ads in future issues of COMFORT.

**Next year promises even better for COMFORT.**

Forms close 15th of month before date of issue. Send through any reliable agency or direct to

**W. H. GANNETT, Pub., Inc.**  
Augusta, Maine

NEW YORK OFFICE: 1105 Flatiron Building, WALTER R. JENKINS, Jr., Representative  
CHICAGO OFFICE: 1635 Marquette Building, FRANK H. THOMAS, Representative

## Are You On?

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

STREET RAILWAYS  
ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO

## ADVERTISING COURSES IN UNIVERSITIES AND COLLEGES.

A MOVEMENT GROWING IN THE WEST AS WELL AS IN THE EAST—UNIVERSITIES OF CALIFORNIA, MISSOURI, WISCONSIN, ETC., TAKING UP MATTER—DEAN JOSEPH FRENCH JOHNSON'S VIEWS ON ADVERTISING AS A PROFESSION.

*By George H. Whitney.*

At the last convention of the Associated Advertising Clubs of America a resolution that universities be urged to add courses in advertising to their curriculums was enthusiastically carried. In commenting on this resolution Mr. MacMartin, of the MacMartin Advertising Company, of Minneapolis, says:

"When teaching law in colleges was first talked of, old lawyers shook their heads. College presidents 'couldn't see it,' and so special schools and unreliable 'business colleges' took it up. Then the old lawyers saw that their profession would soon be cheapened and they begged colleges to introduce such courses.

"This is exactly what has happened to the advertising profession to-day. Outside of the 'correspondence courses' there are probably 150 'Business Colleges' and Y. M. C. A.'s throughout the country that will 'graduate' advertising men in from ten to thirty lessons. This is not right."

During the past few years investigations of one sort and another have been carried on both by universities, educational institutions of various kinds and by active advertising men who have had the welfare of their profession at heart. Clubs and associations have been urged to devote serious consideration to this subject. Yet the actual start was preceded by the inauguration of courses in banking, accounting and a number of business branches that had never received the investigation and consideration that had been given to advertising. Harvard University, several years ago, opened a School of Finance and Business Administration which it is said will undoubtedly take up advertising a little later.

It was only last year that the

University of California made its start in an advertising course, and for the beginning of the second semester of the present college year the University of Missouri announces a course in advertising. Charles G. Ross, assistant professor in the school of journalism, will have charge of the new department. Professor Ross says of the future plans:

"Necessarily, the work of the first year will be in the nature of an experiment, since there are few precedents, if any, on which one can rely.

"Of course you appreciate that the teaching of the theory and practice of advertising is going to prove vastly different from the teaching, of, say, Latin and Greek. The teacher of the classical languages is 'dealing with something that has been completed—a branch of knowledge that is a closed book, as it were, to which the professor may contribute occasional monographs on disputed points. But the book of advertising is just beginning to be written. We cannot go to a musty tome for our facts, but must seize them wherever we can, out of the intensely active present.

"So our aim in this course, as nearly as I can tell now, will be to set forth briefly the organized facts about advertising in all its branches, but with special reference to newspaper and magazine advertising; to show how necessary it is that an ad be built on right psychological principles, and, if possible, to contribute in a small way toward putting advertising on a scientific basis."

The course given at the University of California is the most elaborate and thorough of any that have been so far attempted. Frederick E. Scotford, the professor in charge of the advertising school, tells of the first year's experience in the following paragraphs:

"After considerable discussion as to the possibilities of teaching advertising, the University of California invited me to undertake a course of instruction, and the work was begun during the last scholastic year.

"It was the thought of the University authorities that glittering generalities and unapplied theories would scarcely constitute a course of work which could be considered practical. To this end my first effort was along the line of compilation and classification of the advertising knowledge which I had gained from twenty-one years' experience with advertising agencies, advertising media, and as advertising manager in the East.

"I had been fortunate enough to have been associated with each of the great classes of media in an intimate way, and was able through my wide acquaintance to collect advertising data for my own guidance. As there was no advertising literature extant of the character needed for this course of instruction, it became necessary to produce our own text-books.

"To this end, the advertising course in the university was laid out to consist of lectures, tests and demonstrations, all of which were and are reported verbatim, so that we have rapidly accumulated a series of treatises of the subjects covered in the course which is to follow.

"The aim of our advertising course was, first, to prepare the young men leaving the university for business so that they might not only avoid the more common advertising mistakes, but might intelligently direct advertising for themselves or others. From the beginning my classes have been confined to upper classmen, post-graduates and business men, who are always welcome.

"The advertising course covers the following subjects:

1. Science and art. Legitimate, illegitimate, illegitimate. Economic aspect, ethics, aesthetics. Primary, secondary, supplementary. Field, intensive, extensive. Desultory, regular, continuous. Tools, sales director, manager, writer, agency, illustrator, solicitor, salesman, media. Psychology, scope, subsidiary value, etc.

2. The facts and theory of newspaper advertising.

3. The facts and theory of magazine advertising.

4. The facts and theory of street railway advertising.

5. The facts and theory of outdoor advertising.

6. The facts and theory of class, technical and trade paper advertising.

7. The facts and theory of mail-order advertising.

8. The facts and theory of specialty advertising.

9. The facts and theory of supplementary advertising: Follow-up, demonstration, sampling, booklets, pamphlets, circular letters, specialties, novelties, etc.

10. Unlegitimate and illegitimate advertising.

11. Psychology, suggestion: Sex, age, time, frequency and the effects of emotion, memory, association, imitation. Direct and indirect command. Guarantee, etc.

12. Psychology, attention: Interest, competition, etc.

13. Psychology of color.

14. Psychology of arrangement.

15. Psychology of illustration: Laws of mechanical facts, relation to art, etc.

16. Optics and advertising.

17. Mechanical tools of advertising: Type, engravings, electrotypes, lithographs, photographs, multigraphing, mimeographing, etc.

18. The facts and theory of salesmanship.

19. Copyright and advertising.

20. Patent laws and advertising, trade-marks, etc.

21. Post-office rulings, affecting advertising.

22. Judicial decisions affecting advertising.

23. The goods, package and label and psychological laws governing.

24. The producer, jobber or wholesaler, manufacturer's agent, salesman, retailer, consumer. Distribution plans, price protection, private brand, etc.

25. Analysis and synthesis.

26. The advertising campaign.

27. The business man and the advertising solicitor. A series of questions which every business man should ask advertising solicitors, and himself, with a key.

28. Advertisement construction: Layout, typography, color illustration, writing, keying, testing.

"Under advertisement construction the students are given constant and thorough drill in writing and preparing advertisements of every nature. They are taught how to synthesize the knowledge which they have gained through the previous lectures and tests. The course in advertisement construction continues for about three months and the entire course as laid down occupies a scholastic year.

"Now, as to the outlook. So far as the University of California is concerned, we have demonstrated that advertising can be effectively taught. We have been gratified at requests received from many of the great universities in the East, asking for the verbatim

*There are 10,000 Live Advertising Men  
in this Country;  
Of These, 999 Have Ordered*

# "Poster Advertising"

**The first book of its kind ever published.  
Rich in Advertising Wisdom and Experience.  
The Result of careful investigation and study by**

**G. H. E. Hawkins**  
(The Gold Dust Twins Man)

*Advertising Manager of  
The N. K. Fairbank Company*

"Poster Advertising" contains 128 pages of pictures and text, 32 pages of lithographic reproductions in six colors of posters used by national advertisers and comments on same, a complete list of all Associated Bill Posters and Associated Solicitors. The chapters cover:

Why Bill Posting is a good medium.  
Size of posters.  
Cost of posters.  
Copy and sketches.  
Value and harmony of colors.  
Bill posting for the local advertiser.

Comments on posters reproduced.  
Connecting poster advertising with sales.  
General hints to the poster advertiser.  
Cost of posting by States.  
Checking the service.

**Indispensable to the Man in Publicity Work.**

**Should be in Every Advertising Man's Library.**

**\$3.00 Express Prepaid**

*Ready for Immediate Delivery*

**G. H. E. Hawkins, Lock Box 423**

**Chicago, Ill.**

reports of the work as prepared by us, and because of the wide demand among the business men of the state who are unable to attend the university, there is now under consideration a university extension correspondence course, using my lectures and demonstrations as a basis.

"We have had only one graduating class, that of May, 1910. However, a number of the young men who graduated from the class of 1909 and '10 are in responsible positions as advertising managers or solicitors and are doing excellent work.

"We have a constantly increasing call for university graduates from business houses on the Coast, and it is hoped that by the end of the present scholastic year we shall be able to place those of the students who desire to enter actively into advertising life among such houses as know of the work and appreciate the value of scientific training in advertising."

New York University is the first Eastern college to inaugurate regular courses in advertising. Joseph French Johnson, Dean of the New York University School of Commerce, announces a course in advertising to start with the beginning of the February term. It is Dean Johnson's hope to establish a permanent department in the near future, but he does not feel that the university is, as yet, in a position to give a full term's value on advertising alone.

"I have been experimenting for the last four or five years with a course of this kind," he said, a few days ago. "I believe that there is great need of it, and that it will be well received. My great trouble is to find a man who is a teacher by instinct and training, and yet who is thoroughly familiar with the work and internal mechanism of the business. N. Y. U. has had men of both kinds. Those who were advertisers and not teachers, and those who were teachers and not advertising men.

"There are at the present time a number of businesses that are

rapidly developing into professions. It is becoming recognized that these particular lines of activity demand a maximum of intellect and a certain training before they can be successfully carried on. Civil engineering and mechanical engineering have attained this rank within the last quarter of a century. We go back only a few years to find the first instruction in law in the colleges of the various lands. Medicine is the next oldest and has a wonderful history back of its rise to the field of a profession. Accounting and banking are fast reaching this standard. Accounting is a recognized profession in England, and in Canada banking is a profession, though its members are trained from youth on the floors of the banking houses rather than in schools.

"I have been worrying about the advertising man. He is one who must be trained just as the lawyer or the doctor must be made from the raw material of students. Some will say that the advertising men, like poets, are born and not made. Some may be born as great, natural orators and actors and lawyers, etc., have been born; but most are the product of education and training. The need for the elevation of the advertising business to the status of a profession is a crying one. There is no way in which money can be so easily dissipated as by unsound advertising.

"About all a school can do is dab at the clay on which Environment and Heredity have been working for thousands of years. To hope that it can do more than make a superficial impression in the short time now being devoted to such courses as advertising is out of the question.

"For the present I would inaugurate a course which would be necessarily of an incomplete nature. As the policy and possibilities of any institution must be governed by its clientele and surroundings, it would be impossible to have a course covering the periods usually devoted to college work in the N. Y. U., as its patronage is drawn largely from a

class that is working at a regular employment during the day and devoting its evenings to mental development. For this course I would set apart four evening classes of two hours each, covering a period of two years. For a course in connection with a university in which the regular academic hours could be followed out I would have the advertising course follow the lines already mapped out in most of the colleges for such courses as civil engineering. That is, the first two years would be devoted to the regular academic subjects (for no man will need them more in his life work than he who chooses advertising as his profession), the last two years to include such subjects as the Science of Business, including the political economy of business rather than of governmental affairs; psychology, as it applies to the mental processes of the man in the street; English, an application to the business world of the fundamentals gained in the first two years; training in the writing of terse, meaty English, advertising methods, technique practice, and schemes; organization and machinery of the business; drawing and art."

The progress toward definite action by the universities in this matter of advertising courses has been very slow. The history of the inception of the now popular and absolutely necessary courses in the various branches of engineering is being repeated. It is fifteen years since Prof. Harlow Gale, of the University of Minnesota, made the first recorded attempt at a scientific analysis of advertising.

#### DIRECTORY ADVERTISING MEN ORGANIZE.

Advertising men connected with the leading directory publishing firms of the United States have organized the Directory Ad News Association of America. At the organization meeting in Milwaukee, the association elected officers as follows: President, Bert Roberts, Vinton, Ia.; first vice-president, George L. Ritter, St. Louis; second vice-president, R. G. Wynkoop, Detroit; secretary and treasurer, John T. Farrell, Milwaukee; chairman of the executive committee, E. R. Poole, Detroit. The headquarters of the association will be in Milwaukee.

## If You are advertising to WOMEN This will interest You

The Standard Mail Order Company of New York City—advertisers of women's wearing apparel—beginning with the Christian Herald alone, and using at the start only 100 lines, secured at once such voluminous returns that within a year they have found it profitable to use 10,816 lines in the Christian Herald, culminating in a double-page spread in the issue of November 23rd, 1910—just one year after their first advertisement appeared.

We are ready at any time to furnish any legitimate advertiser—or prospective advertiser—with definite and specific information concerning our circulation—i. e., the number of copies we guarantee to circulate each week, how many homes we reach, where these homes are chiefly located, how many of them are in each geographical district or commercial zone, and *how unusually responsive to advertising our readers always prove.*

Are you seeking direct returns?

If so, we will gladly furnish you additional evidence of the responsiveness of Christian Herald readers.

H. R. REED

Advertising Manager

**Christian Herald**

New York City

Chicago

Boston

## THAT 1911 ADVERTISING APPROPRIATION

is probably receiving more consideration by you just now, Mr. Manufacturer, than any other cog in the running of your business.

¶ In selecting the mediums for next year's advertising do not overlook science's latest solution of the time worn problem of distribution. A golden field is open to you today in

## Moving Pictures

as an

## Advertising Medium!

¶ We are daily proving the effectiveness of this newest of mediums to a growing list of national advertisers.

¶ Our service enables you to exhibit your product the country over, in the course of construction, in its finished state, and in use. We present your selling points in "live" and interesting sequence.

¶ Write us to-day, and let us show you the adaptability of this most effective form of publicity to the requirements of your particular business.

¶ We are specialists.

**The American  
Film Mfg. Co.**

Bank Floor, Ashland Block  
CHICAGO, ILL.

## THE RETAIL MERCHANT AND THE PARCELS POST.

EVIDENCE THAT RETAILERS ARE NOT ALL AGAINST IT—BOUND TO COME —MIGHT CHANGE STOCKS AND DELIVERY METHODS, BUT WOULD BE BENEFICIAL—EXTRACTS FROM ADDRESS.

*By Charles Z. Coffin.*

Manager, Associated Retailers of St. Louis.

Merchants' associations can and should reach out more into national affairs. There is no place in this field of activity where the merchant is more needed at the present day than in a united effort to secure the improvement of the postal service of the United States by the establishment of a parcels' post. We know of no better way for retail merchants, both organized and unattached, to promote their interests, as well as the interest of their fellow-countrymen, than for them to join heartily in the demand for a parcels' post. This is a tremendous subject. Pages of arguments can be made pro and con.

Mr. Wanamaker, the prince of living merchants, when he was postmaster-general, is reported to have replied to a committee who asked him if he favored a parcels' post that he did, but there were just four great obstacles in the way. When asked what the four great obstacles were, he shrewdly answered: "The American Express Company, the United States Express Company, the Wells-Fargo Express Company and the Adams Express Company."

The sentiment of the country is slowly but surely simmering down to the point where a demand, too strong to be ignored, will be made on Congress to establish a parcels' post.

No one doubts that the operation of the parcels' post would necessitate the readjustment of methods and conditions. The merchant, in some cases, would have to change his stocks of merchandise and his manner of delivering

them; also his manner of securing his customers. But suppose these conditions were made necessary if a parcels' post was operated. Has not every important advance step necessitated changed methods? Did not the invention and manufacture of the threshing machine and the cotton gin call for a readjustment in many industries, and did not the creation of these machines start a certain class of persons with a circumscribed horizon of their view to thinking and saying that these machines would throw a vast number of people out of employment. But who now would go back to the threshing floor flail system of hulling wheat or the hand method of separating cotton from the seed?

The opponents of the parcels' post at the present time are urging against it selfish and narrow argument. They claim it will be detrimental to the small retailer, the traveling man and the small city store. The wholesale merchant, with his ear ever to the ground eager to catch the rumblings of discontent or expressed fear from the quarters of the country merchant, is taking up the country merchants' cudgels and argues against the Government carrying merchandise at a less cost than now. Naturally, we hear the echoes of the wholesaler's sympathy in the conventions of the traveling men, but the farmer, the producer, the big merchant and the people at large want to send eleven pounds through the mail for a price more nearly approaching that charged by all highly civilized foreign countries for the same service.

#### H. J. PRUDDEN GOES TO THE LESAN AGENCY.

Formal announcement is made of Mr. Prudden's joining the organization of the H. E. Lesan Advertising Agency, of New York and Chicago. Mr. Prudden was for several years at the head of the contract department of the Hampton Advertising Company, and was a member of Biggs, Young, Shone & Co., Inc. He resigns from Frank Seaman, Inc., where he has been since the consolidation of his old company with that concern, to accept his new connection.

## 96 $\frac{1}{2}$ % Subscription Circulation

**T**HE authorized auditor of **N. W. Ayer & Son**, Advertising Agents, recently made an exhaustive examination of Leslie's Weekly circulation. The examination covered a period of nine months—from January 1st, 1910, to October 1st, 1910—and proved an average subscription sale of 96 $\frac{1}{2}$ % of the total circulation.

The average net circulation per issue during the month of September, 1910, was 263,457.

Our guarantee was 250,000 copies per issue, beginning September 1st, 1910.

The auditor's report shows that the actual circulation exceeded the guarantee 13,457 copies an issue during the first month of the guarantee period.

The edition ordered for December 1, 1910, is 295,500 copies. Compare this growing circulation with that of other periodicals.

Advertising rate \$1.00 per line. Good till May 1st, 1911.

## Leslie's ILLUSTRATED WEEKLY

**ALLAN C. HOFFMAN**  
Advertising Manager  
225 Fifth Avenue, New York

**CHAS. B. NICHOLS**  
Western Manager  
Marquette Building, Chicago

## SOME RECENT TRADE-MARK DECISIONS OF IMPORTANCE.

CONTINUOUS ADVERTISING AND USE OF TRADE-MARK REGARDED BY COURT AS EVIDENCE OF QUALITY—GOOD WILL OF A CORPORATE NAME—SUBSTITUTION TREATED AS THEFT IN AUSTRALIA.

Perhaps the most important construction that the ten-year clause of the trade-marks act has received in the Federal courts is contained in a decision of the circuit court for the southern district of New York, just reported. *Continuous use of a trade-mark is regarded as prima facie evidence of quality.*

The application was for a preliminary injunction, to restrain the use of the word "Knox-All," a trade-mark for pencils, as an infringement upon the mark "Beats-All" for the same goods. Upon the motion, the defendant interposed the objection, among others, that the complainant's trade-mark was expressive simply of quality and character and, therefore, not properly to be protected as a trade-mark. The court said that, with the objection that the mark was one of quality, it entirely agreed and without proof in the case that the word had acquired a secondary meaning, as indicating goods of the complainant's manufacture, even though originally its use was descriptive, the application for injunction must fail. Such evidence, however, the court found in the case, by resort to the certificate of registration of the mark in the patent office under the ten-year clause of the act. The basis of the registration of course was that, while not a technical trade-mark, it had been in actual and exclusive use by the applicant for ten years prior to the passage of the act. The court said that this registration was at least prima facie evidence of such secondary meaning. Such, in the opinion of the court, was the meaning of this section of the trade-mark act. Instead of proof that has heretofore been necessary in suits over

marks of this character, to show, by evidence of use in the trade, that the mark has acquired the secondary meaning in question, Congress saw fit to establish an arbitrary period. Use during that period having been established, it is accepted, under the act, as evidence of the secondary meaning attaching to the mark and registration is granted, the registration being thereafter prima facie evidence of the right to exclusive use of the mark. The court, however, calls attention to the fact that, under the trade-mark law, registration is only prima facie proof in any case, and suggests that it is, therefore, to be considered merely prima facie proof of the existence of the secondary meaning and subject to be rebutted by evidence that the mark registered had not, in fact, acquired the secondary meaning which the registration indicates.

Upon the question of infringement between "Beats-All" and "Knox-All" the court entertained no doubt, declaring that there was no such limitation as the defendant claimed upon infringement, to wit, that it must consist in similarity either to the eye or the ear. In this case the similarity is mainly one of ideas and the court cites the case of the trade-marks "Keep-clean" and "Sta-Kleen" (Vol. V, p. 278), as a case in point.

### THE GOOD WILL OF A CORPORATE NAME.

A somewhat unusual case, involving the right to a corporate name, was lately decided by the supreme court of the state of Georgia. The Rome Foundry & Machine Works was originally a co-partnership, the business being later incorporated under the name of the Davis Foundry & Machine Works. Afterward, as would appear from the somewhat meager syllabus of the case prepared by the court in the absence of an opinion, the Rome Machine & Foundry Company was incorporated to carry on a similar business, possibly with some purpose to profit by the good will of the firm, formerly known as the Rome

Foundry & Machine Works. Thereupon, the Davis Foundry & Machine Works, the successor of the latter company, petitioned for leave to amend its corporate name, in such manner as to authorize it to make use of the words, "formerly, Rome Foundry & Machine Works," in connection with its corporate name, upon its stationery and wherever it saw fit, stating in the petition that it did not desire its corporate name to be changed for the purpose of suing or being sued, or for other corporate purposes, but only to the extent indicated, in order that the petitioner might receive the benefit of the good will of its predecessor. The petition, it was held, could not properly be granted, for while the corporation might, with the leave of the court, amend its corporate name, no judge was authorized to grant an amendment of the sort asked for, nor to confer the right to use or omit to use at will, an addition

to the corporate name, so as to form no part of that name, and solely with a view to protecting the corporation against use of a like name by other persons or corporations.

It would appear that the course adopted by the corporation in this case was unnecessary, since the corporation could doubtless be protected against the use by any other concern of its discarded trade-name, so long as the use thereof by another would tend to give the latter the benefit of the good will to which the former was entitled; and when its old designation had been so far forgotten, that the use of the name by another would not tend to divert trade from the corporation, there existed no further occasion for such relief, since there was no longer any good will of the old name to be secured. The practice of German corporations furnishes a method whereby the good will of a firm that has been succeeded

**PERHAPS** if you saw the dark Gray Oxford dress overcoats I make up at \$45—with silk lining thruout and all the little Vroom tailoring "manners," you, too, would proclaim it the fairest priced garment in New York. ¶ By the way, ever see any of my work?

¶ Prices begin at \$45.

**Vroom-**  
 **tailor**

*Suits, \$45*  
*Overcoats, \$50*  
*Dress Suits, \$75*

**Eleven fifty five  
Broadway**

**I write  
form letters  
and  
other  
advertising**

**"Your mental scales for weighing words**

are very accurate. Your intuitive knowledge of human nature and your psychological handling of the proposition has been a constant source of gratification and education to me."

Thus wrote me an Executive of a large Corporation. Perhaps I can serve you so you will feel the same way about it. Evidence? Plenty! May I send some?

**C. R. Lippman**

*Advertising Consultant and Special Writer*

**37 East 28th Street**

**NEW YORK**

'Phone, Madison 4400

by a corporation, may be perpetuated, by the inclusion in the corporate name, of the name of the firm, its predecessor, with the prefix "formerly." Had this device been adopted in the case under discussion, the name of the corporation would have become "Davis Foundry & Machine Works; formerly, Rome Foundry & Machine Works," a form of corporate name extremely common in the German practice.

#### SUBSTITUTION DECLARED LARCENY IN AUSTRALIA.

Opinions have been held by some individuals who were supposed to be laboring under too great feeling in the matter, that substitution was plain larceny.

While the criminal prosecution of sellers of counterfeit goods by and in behalf of the manufacturers of the genuine article, is not uncommon, there has not hitherto been any case where the purchaser of the spurious goods undertook to hold criminally the seller by whom he had been deceived. Such a case has, however, arisen in Melbourne, Australia, induced probably by the magnitude of the operations of which business men in that city were the victims. A person representing himself to be connected with a large London firm of wholesale druggists, offered for sale at an exceedingly cheap rate, what were represented to be Beecham's pills. The goods were very like in appearance to the genuine article, were packed in the same way and bore labels that were counterfeits of the genuine. By the means of a plausible story to account for the cheapness in the price, he disposed of a large quantity, receiving from one dealer a check for one hundred and thirty-one pounds. It was later discovered that the pills were not Beecham's pills at all, but were a cheap imitation that the seller had procured to be manufactured, to the amount of over a million.

The enterprising salesman was thereupon arrested and prosecuted for obtaining money under false pretenses. At the court of general sessions, the salesman was

tried, found guilty and sentenced to eighteen months at hard labor.

A case of an exceptional character, involving the right to the use of corporate names, lately came before the United States Circuit Court for the southern district of New York. An employee of a New Jersey corporation organized a corporation in New York, under the name "United States Light & Heating Company of New York," for the purpose of preventing the New Jersey company, which, from the decision, must be presumed to have had practically the same name, from obtaining a license to do business in the State of New York. The "United States Light & Heating Company of Maine," having succeeded to the rights of the New Jersey corporation, and being unable to obtain a license in New York, because of the previous incorporation of the defendant, brought suit to enjoin the use of the latter's corporate name.

The question was, said the court, whether, under the guise of applying the maxims of equity, the court should deny to a corporation recourse to a Federal court, because of violation of the state's statute, in a case where the state courts would themselves be open to the corporation. This question, the court said, was not debatable. The injunction was granted as prayed.

#### UNFAIR COMPETITION AS AFFECTED BY DESIGN PATENT.

Recently in a British court of chancery a decision of much interest was rendered upon facts of a peculiar character. The plaintiff company was the manufacturer of washing blues and tints, which for many years had been put up for the market wrapped in cotton cloth, with a stick protruding from the bag, to be used in handling the article. Its goods were very extensively advertised, and were popular because of the stick that was attached to the package. The advertising of this stick was an important feature of the publicity given to the package. Sometimes the plaintiff's name appeared in connection with the advertisement,

and sometimes it did not. So far as the package was concerned, it bore no label, or any mark to identify the package with the plaintiff. It was well established that blues or tints gotten up in the manner of the plaintiff's package, without a label, would be accepted both by the trade and by the ultimate consumer, as the blues and tints of the plaintiff's manufacture. There were many other similar goods, prepared in packages almost identical with the plaintiff's, except for the presence of the stick, this feature being peculiar to the plaintiff's goods.

The defendants had been for some years engaged in the manufacture of similar goods, which they put upon the market in a cylindrical package enclosed in a fabric, the package in no way resembling the plaintiff's. In 1909, the defendants apparently formed a plan to approximate the plaintiff's package as closely as possible, and registered a design for a block of blue or tint, in substance identical with the design used in packing the plaintiff's goods. The design had not been previously used by the defendants. They registered it as an original design, apparently with full knowledge that it had been used by the plaintiff for twenty years, and put upon it a label and notice, that the design was their property and had been registered by them.

The court said the effect of this design and notice was clearly to mislead the public, which had previously bought the plaintiff's goods with exactly the same design, though without any label. It was calculated to lead purchasers to believe that the defendant's blue, with the notice, label and name upon it, was really the old blue of the plaintiff, that they had been buying for so long, the name of the manufacturer being now disclosed to them upon the package for the first time. An injunction was therefore granted against the use of the package and, upon the plaintiff's motion to rectify the register by cancellation of the defendant's design, the motion was granted.



The recent rhodomontade (isn't that a Jim Dandy?) of one of its local competitors in the advertising columns of **PRINTERS' INK** was thoroughly enjoyed by everyone connected with **THE SYRACUSE EVENING JOURNAL**.

That the "others fellows" should not take a very cheerful or hilarious view of the great strides of **THE SYRACUSE EVENING JOURNAL**, considering the way it affects them, touching both pride and purse, is only natural.

That they should be even a little noisy in their grief is perhaps permissible; but, gentlemen, we ask you in all seriousness, is it a compliment to your intelligence when one of those other papers seeks to convince you of its merit, quality and predominance by measuring up, as display space, a half acre or more of so-called "legal advertising," which it carries exclusively, for reasons well known to the elect? They call "political pap," the favor and good opinion of the local merchant and expect you to swallow it smilingly and be "influenced" by the argument.

**THE SYRACUSE EVENING JOURNAL** bases its claim for your consideration on a clean, growing circulation of now over 33,000 copies daily, nearly every one of them within the ten mile radius of the **JOURNAL** office, at a rate that's at present ridiculously low for that circulation.

We will call anywhere at a hint.

**THE JOHN BUDD COMPANY,**  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## FELS-NAPHTHA'S ENGLISH EXPERIENCE IN PRICE MAINTENANCE.

SIXTY-DAY NOTICE GIVEN RETAILERS  
AND A "CAST-IRON" PLAN PUT  
THROUGH—ILL-FEELING RIFE FOR  
A WHILE—"MONEY-BACK" PRIN-  
CIPLE ADVOCATED.

"Our reason for undertaking this campaign in the United Kingdom was provided by our experiences in America, where for a long time prices had been cut and cut to such an extent that the dealers were making no profit on our goods. They were distributing for us and were not being paid for doing so. That was the position. Not unnaturally they grew very discontented, and our salesmen had an unpleasant time.

"So when the business was begun here in England, we determined to protect the price if we possibly could."

The speaker was the advertisement manager of Fels-Naptha Soap, London, to a representative of PRINTERS' INK, London.

"What we discovered was that none of the existing methods would suit our intention, because they were not sufficiently cast-iron. We thereupon proceeded to draft our own agreements, into which we put all the conditions that our experience had shown to be needful. The next step was to give sixty days' notice to all our customers of the change we had decided upon, namely, that we would decline to fill orders for any customer until our agreement was signed. After the expiration of the term of notice, orders still came in unaccompanied by the signed agreement. We instantly returned them, drawing attention to our letter, with the result that we lost the bulk of our customers, amounting to between five and six hundred firms.

"After a while, the effect of our newspaper advertising campaign, which we had conducted on a very extensive scale, began to be felt. Slowly but surely the orders began to creep back again, though,

as we were at no pains to learn, they were unaccompanied by any manifestation of good will. However, one after another they came tumbling in, until to-day we are able to say that every one of our original customers is again doing business with us. Not only so, but we have a large number of new customers.

"Now, as to the reason for this cast-iron rigor, which is at present being seconded loyally and to the full by both wholesalers and retailers, we determined—and our whole effort has been directed to this end—that nobody should deal in Fels-Naptha for nothing. We get our profit from the goods and we wish dealers to get theirs.

"In the first instances of infraction of our agreement we went to law, but after a while we did so no more, because we discovered that in the majority of cases the court was more or less in sympathy with the defendants, able advocacy having succeeded in creating the impression that our action was in restraint of trade—this, in spite of the fact that we held signed agreements and that the agreements were signed with full knowledge of their contents. Notwithstanding this set-back, we continued our policy with the single difference that we were compelled to fall back upon our own powers for carrying it through.

"In my opinion, any firm which decides to adopt the principle of price maintenance should couple with it the 'money-back' offer. I may say that even to-day all the business done by Fels-Naptha is still on the 'money-back' principle; that is, if anybody writes to say he would rather have money than Fels-Naptha soap, we send him forthwith a check and request him to send the goods elsewhere. This principle applies with equal force to the consumer, the retailer and the wholesaler.

"Our precise method of dealing with any retailer whom we discover to be selling Fels-Naptha at less than 2½d. a bar is to send out a notice to all our wholesale customers asking them not to supply this particular shop until he agrees to sell at the right price.

## THE LESSON OF THE CAMPAIGN.

"While we believe in the principle of price maintenance, we cannot say that our experience has been such as would encourage us again to undertake pioneer work of the same kind. To carry out the policy successfully, that is, without ultimate loss to those who initiate it, calls for extraordinary care and firmness, and the most loyal and lasting support of all branches of trade with whom it is necessary to do business. I regret to say that for several years we certainly did not have such support, though at this time of day, with peace prevailing, we are constantly informed both by wholesale and retail grocers that our policy was the best and commands their entire sympathy and respect.

"For some years our policy cost us great trouble and sacrifice, but now there is a healthy feeling throughout the trade that we say what we mean, and mean what we say; so much so that very few infractions of our agreement come to our notice.

"Nowadays our stop-supply list

is quite slim and insignificant, and there are but few time has not softened."

## ADVERTISING CIRCULARS IN CHINESE.

Advertising circulars in Chinese, issued by the Singer Sewing Machine Company and Standard Oil Company, together with translations, have been forwarded by Vice-Consul-General Stuart J. Fuller from Hongkong. These illustrate up-to-date, progressive methods of reaching out for trade in South China, followed with success by American houses. From correspondence received at the Bureau of Manufactures it would seem that other firms are about to adopt a similar course in reaching the 400,000,000 Chinese. The circulars, according to a consular report, will be loaned to interested firms.

The *Evening Journal*, of Wilmington, Del., has just launched a contest for the promotion of circulation with a list of forty-two prizes aggregating \$10,390. The first four prizes are automobiles ranging from a 1911 model Stoddard-Dayton, value \$2,400, to a Flanders roadster, value \$750.

The contest is being conducted by G. Ross Korne & Co., of Newark, O., under the direction of the *Journal's* circulation manager, Chas. E. Scott.

## The College World

A magazine that reviews, reports and looks ahead, on every phase of college life.

It's not a bundle of statistics, however, it's a "prince" of a magazine, full of stories and facts.

Interesting to College Men everywhere, that's why it's a live salesman for advertisers.

Its circulation is all productive—rates are reasonable.

"Intensified Advertising," if you like.

Get the whole story, before next year's appropriations. Write to

**The College World Co.**

1 Madison Avenue

New York

## A NEW SEMI-MONTHLY— "THE NATIONAL POST."

WELL-KNOWN MEN IN PUBLISHING  
WORLD BEHIND PROJECT OF NOVEL  
CHARACTER—HOW THE MAGAZINE  
IS TO BE FINANCED.

Plans are being carefully prepared by Samuel Merwin, lately managing editor, and David Evans, formerly financial advertising manager of *Success*; E. E. Garrison, Nathan A. Smyth, and Amos Pinchot for the publication of a magazine to be called *The National Post*. The management hopes that the first number will appear during the late winter or early spring. It will bear on its cover the following announcement: "Published Semi-monthly—Owned by the American People."

To make the magazine absolutely free in its financial arrangements, so that it may realize its ambition to interpret the news of the world without dictation from any source and without sensationalism, the people of the United States will be asked to subscribe two-thirds of the stock which represents its capital. This will leave in the hands of the active management a sufficiently large minority to secure an efficient conduct of the magazine's affairs.

The sixty thousand dollars of capitalization is entirely represented by common stock, which is divided into shares of ten dollar denomination. Every share carries the privilege of voting and a guarantee of six per cent per annum dividend. All stock is to be sold at par, without bonuses and not more than \$10,000 to one person. That portion which is to go to the public really occupies the position of preferred stock so far as dividends are concerned, for the annual payments must be made on that section of the capitalization before the one-third held by the active management can be considered.

The plans are that the stock shall be made known and sold to the people of the United States entirely by mail. Full details of the schemes to be employed are

not available, but the promise is made that there will be unusual differences and innovations in the sale of the stock, the business, financial and circulation departments, as well as in the editorial. One of the unique features here will be the combination of an editorial page with real personality behind it, with a review of current events carried on in a critical and constructive way by a number of men whose listed names read like the roster of a hall of contemporary fame.

Of the editorial plans Mr. Merwin says they simmer down to this: First, employ the best men there are; then keep your temper, think clearly, talk straight. . . . On this platform we are going straight to the people—with a mail-order campaign for money and for circulation."

## HAWKINS, OF N. K. FAIRBANK CO., WRITES BOOK ON POSTER ADVERTISING

G. H. E. Hawkins, of Chicago, advertising manager of the N. K. Fairbank Company, manufacturers of Gold Dust, Fairy Soap, Cottolene, etc., is the author of "Poster Advertising," just published.

The volume aims to be suggestive of ideas to the advertiser who may be considering bill posting and a practical reference book for those who are now extensive poster advertisers. There are sixteen full-page pictures in original colors of posters which are now in use or which act as illustrations of the author's criticisms upon color scheme or general effectiveness.

Following are some of the subjects treated, as appearing in the table of contents: "Why Bill Posting is a Good Medium," "Size of Posters," "Cost of Posters," "Value and Harmony of Colors," "Bill Posting for Local Advertiser," "Checking the Service," "Connecting Bill Posting With Sales," "General Hints to the Poster Advertiser" and "Cost of Posting by States." There are full lists of official solicitors, associated bill posters and distributors.

The volume has 88 pages, is eleven by nine inches and is published by the author to sell at \$3.00.

As advertising manager of a great house Mr. Hawkins has had an excellent opportunity to learn the value of poster advertising, and as the originator of some of the most famous of recent posters—"Let the RIGHT Brothers Do Your Cleaning," "Roosevelt Scoured Africa," the Gold Dust Twins Scour America," etc.—he has earned the right to speak with authority upon a phase of advertising which is calling for the expenditure annually by manufacturers of many thousands of dollars.

## A Publisher's New Year's Resolution



**Resolved:** That I will show my belief in Advertising by doing a little of it for MY OWN PUBLICATION.

That I cannot hope to PREACH Advertising successfully unless I PRACTICE IT as well.

That I can SELL MY SPACE to the national advertisers in the very same way they SELL THEIR GOODS to the public —BY ADVERTISING.

That I can REACH MY MARKET through PRINTERS' INK, and convince its readers that they can REACH THEIR MARKET through my publication.

That as I know REGULAR CAMPAIGNS pay my advertisers far more than spasmodic efforts, I believe a regular campaign will prove equally effective for ME.

That I will therefore serve the best interests of my publication and show the courage of my convictions by inaugurating A REGULAR CAMPAIGN IN PRINTERS' INK FOR 1911.

## WHY NOT SOME GINGER-UP FOR PIPE MAKERS?

MANUFACTURERS OF SMOKERS' PIPES SEEMINGLY CONTENT TO LET THEIR BUSINESS SLIP AWAY—HOW THEY LET THE RETAILER GET ALL THE PROFIT—ONLY ONE REALLY SERIOUS PIPE-ADVERTISER.

By Charles G. Milham.

The manufacturers of pipes unite in saying that few, if any of them, have shown any notable increase in business now for years; and each asserts that competition has grown so keen as to be almost ruinous. At the same time, where the manufacturer of pipes makes a gross profit of fifteen to fifty per cent, the retailer, on the same articles, profits as much as a hundred and two hundred per cent. Meanwhile the consumer is allowed to drift farther and farther away from all consideration of pipe-smoking except that forced on him by the packers of tobacco.

Some pipe makers assert that the constantly increasing popularity of cigarettes—to say nothing of the increase in sales of cigars, due to a cheapening of cost of production and selling—has sounded the knell for any growth in their business. They will tell you frankly that there aren't as many smokers of pipes to-day, by a quarter or even a half, as there were a decade ago; and that their field must of necessity be restricted. But what are they doing about it?

At the present time, nearly all makers of smokers' pipes rely on the same methods of marketing that they relied on a generation ago.

Attempts to keep their names before the dealers are few and far between on the part of the manufacturers. Even that most rudimentary form of advertising—cards—is seldom found in tobacco trade journals.

At that, too, the space is most often used to exploit a "Drybole," a "Cleavezy," or something of the sort—all of them being classed in the trade as "specialty" pipes. The advertising of these specialty

pipes is, in the main, the sort that has been tried in appealing to the consumer where some manufacturer has timidly determined to try it out. Aside from the fact that it has never paid—many makers of specialty pipes exclusively have failed, after advertising—it is in a sense an apology for the ordinary kind of pipes—an admission that a number of men have given up pipe-smoking because they have found it unpleasant in one way or another. They had to go through the unpleasant process of "breaking in" the pipe; or they swallowed big mouthfuls of nicotine; or the tobacco "bit the tongue."



### Pipe Smokers vs. Other Smokers

You fellows who have gotten it into your heads that you "can't smoke a pipe" are really rather unfortunate. For it's a fact that smokers' most blissful delights are reserved for the men with a real good pipe. Many a time you've envied him. More than likely, the fault is with the pipe—and not with either the tobacco or you. Not merely because of economy—but just for your own down-right comfort—it will pay you to smoke a

### Briar Pipe

(Made in England)

This old English factory has been making better and better pipes for 61 years—ever since "French Briar" was discovered. Some of the white-haired workmen remain who were boys when the factory started.

The rest of the men are sons of B B B pipe makers—and each man loves each B B B pipe that he works on.

### No Wonder These Are Good Pipes

You can't get a better pipe—you can't get as good a pipe—as a B B B.

Made in many styles—at several prices. Sold in nearly every town in the world. Let us send you our illustrated book. Send us your dealer's name on a postal, if he has no B B B pipes, and we will see that you get one.

Adolph Frankau & Co., Ltd., 127 West 2nd St., New York

It has been left for the tobacco manufacturers to fight adverse popular impressions about pipes tooth and nail. They have used a tremendous amount of space to declare positively that "it cannot bite the tongue"; they have used space to tell how the bogey of "breaking-in" might be laughed at.

The manufacturer, having no standing with pipe users, makes a pipe that is intended to be sold for a dollar, say, and oftentimes the dealers will hold it at a dollar and a half, and even two dollars. The maker has sought to make the consumer friendly to

his line by giving him good value for his money—and the dealer passes on the impression that the manufacturer is trying to “sting” him by jacking up the price on the kind of pipe that he, the consumer, wants.

Furthermore, a really excellent pipe could be sold to-day for a dollar, if the dealer would stand for it. But it would be necessary for him to be content with a beggarly fifty per cent. in handling the pipe at that price—and he won't do it. Most pipe manufacturers will admit that they have to price their goods so that the dealer can make at least a hundred per cent. Result: another cause for dissatisfaction on the part of the consumer, and many a possible pipe-smoker lost—a condition which advertising and sensible price maintenance policies could remedy.

But there are other trade weaknesses among the pipe manufacturers. Most of them turn out about sixty styles of pipes, and some of them have as many as a dozen sizes of the one style. They range in price from a quarter anywhere to five or ten dollars. There are more twenty-five cent pipes sold than any other; but the market that is most cultivated and that affords the greatest possibilities is for the pipe that costs a dollar and a half to two dollars and a half. But here, because they have allowed the dealer to run along as he will, the makers have found a stumbling-block. The dealer will push only those lines on which there is the greatest margin of profit and most frequent turnover, and this is not found in the lines that the manufacturer wishes to push.

At present there is only one concern which is making a serious effort to gain adherents to the delights of pipe-smoking. This is Adolph Frankau & Co., Ltd., of New York, acting as agents for the makers of the “B.B.B.” pipe—an English product. They are using space in a number of the outdoor magazines and the copy, as will be seen herewith, preaches the doctrine that pipe-smoking is the best kind of smoking.

## Mr. Publisher!

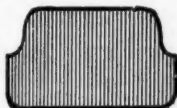
The greatest opportunity in ten years to easily increase your circulation.

Book your order early for the New Home Library Census Wall Chart, which will be the greatest circulation getter for the season of 1910-11.

I will give you the best Census Cyclopedia of your state, United States and world published for the money. Time tested and proven. No enterprising publisher can afford to be without this latest, most effective circulation builder. Write to-day for sample and special terms.

**S. BLAKE WILLSDEN**

Newspaper Premium Specialist  
151-153 Wabash Ave. Chicago



### Won't Crack or Show Finger Marks

Here is a real office convenience—celluloid tipped card index guides. Always clean, always in place. Fold over top of card and stay there. Don't crack, curl or fray.

### Celluloid Tipped Guide Cards

outlast all others. Three of the ordinary guides fail to give the service that one of ours gives. Ask your dealer for the “one piece” Celluloid Tip Guides or write for samples.

**STANDARD INDEX CARD CO.**

701-709 Arch St., Philadelphia

## Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy

**Cinematograph Publishing Company**  
30 West 13th Street New York

## A RETAILER'S STRAIGHT TALK TO MANUFACTURERS.

SUGGESTIONS MADE BY A SUBURBAN DRUGGIST—COMPLAINT ABOUT THE SMALL MARGIN OF PROFIT—HOW A MANUFACTURER MAY EARN THE DRUGGIST'S GOOD WILL.

*By Garrett Byrnes, Ph.G.,*

Druggist at Maplewood, New Jersey.

In marketing his goods the present-day manufacturer evinces little discrimination in regard to the retailer who distributes his products to the people. Nevertheless, scarcely one fails to recognize the value of the good will of the retail druggists and the prestige gained for the goods by having them advertised "for sale by all druggists"; the professional character of a drug store being to a certain extent a guaranty of the character of the goods.

Is it not strange that the manufacturer displays so little *genuine* interest in the welfare of the man who plays such an important part in the accumulation of his wealth? To me, it is a still stranger fact that we as a class of professional men, holding the public to us by virtue of our professional ability and personal fitness, should permit ourselves to be mere distributors of goods, allowing a percentage of profit less than the cost of doing business.

The average proprietary article sold in the average suburban drug store of to-day yields a profit of perhaps ten to twenty per cent, according to location of store.

As the cost of conducting a drug store is from twenty-five to forty per cent, the loss can easily be seen.

The druggist gains no prestige by having the average proprietary *medicine* for sale.

What, then, should a druggist expect of a manufacturer? (For practical purposes I am speaking of the average suburban druggist. I feel, however, that all of my statements will apply equally well to the average city druggist.)

First: That he make goods that are beneficial and not harmful.

Second: That he advertise them properly.

Third: That his selling methods should be fair to all and the retailer permitted a fair profit.

If manufacturers would insist upon the marked price being obtained and sell to the retailers at two-thirds of that, I am sure the retailers would be satisfied. Considering the cost of doing business, this is not an excessive profit. If manufacturers will conform to the above, I feel that they will receive the active co-operation of the druggist, instead of the indifference, if not positive hostility, shown to-day.

R. H. Waldo, of *Good House-keeping*, states that "good advertising is going to waste because of the indifference of retailers" and he states a truth. When the retailer is allowed a living profit by advertisers, then will interest take the place of indifference and the time necessary to follow the ads furnish instead of deprive the retailer of his income.

The indifference of the druggist is easily explained. As soon as an article is distinguished by advertising it is cut in price at the large stores. The small druggist doing a professional business cannot conform to the business methods of the "cutter."

Why should the retailer hunt the columns of a magazine to find articles to sell at cost, or one or two cents over? Hasn't he sufficient of such already?

The manufacturer has for many years professed his love for the retail druggist; has assured him that extensive advertising was being done for the retailer's benefit. Thus he has given the cutter an extra 10 and 5 and a bonus of one or two dozen with each gross order.

It is now time for the manufacturer to show the druggist his sincerity.

Thomas M. Powers, formerly advertising manager of the Hub Clothing Co., of Chicago, will start his own advertising agency January 1st in the Rector Building, Chicago.

ADVISES UNIONS TO ADVERTISE.

President James M. Lynch, of the International Typographical Union, is being quoted to the effect that sensible advertising of the accomplishments achieved by trade unions is advisable. He says that it is important that the public learn exactly what unions stand for—that they are not rioters and brickburlers, but vital factors in bettering economic conditions.

Under Dominion auspices, the first of a series of advertising pamphlets concerning the agricultural resources of the province of Ontario has been issued. This deals with the dairying industry.

The publication of a Democratic weekly is being planned by the Jefferson Club of Milwaukee. Officers of the club are now in communication with Democratic editors of the country to get advice on the new undertaking, and it is said that articles of incorporation will be filed soon, the publication being capitalized at the outset at \$50,000.

A. D. McTighe has retired from the firm of White & McTighe to become associated with The Frowert Advertising Agency of Philadelphia as General Manager. Mr. McTighe's former business associate, Lavater E. White, is going to continue the farm paper special agency under his own name.

## Will Build for Publisher

241-245 West 37th St., between 7th and 8th Aves.

**W**ILL erect a 12-story fireproof building on plot 75 x 100 feet. Heavy construction, to suit tenant and rent for 21 years on net lease. Directly opposite McCall Building

I. Randolph Jacobs & Co. (Owners), 160 Broadway

## A Special Opportunity For an Agency Copy Man

Have you had an interesting and cosmopolitan experience with general advertising?

Have you had something to do with the marketing problems of various kinds of enterprises?

Have you read PRINTERS' INK continuously and thus kept in touch with the best thought and experience in advertising?

If so, we have an interesting opportunity to offer. Salary commensurate with ability. Outline your experience and qualifications by mail at once. Address Box 444, care PRINTERS' INK.

## THE "SPECIAL SALES WEEK" IN COMMUNITY ADVERTISING.

HOUSTON, TEXAS, MERCHANTS DEVOTE A PERIOD TO PUSHING "HOUSTON MADE GOODS"—WHAT THE MANUFACTURER IN THE SMALLER CITIES MIGHT DO.

*By W. S. Gard.*

Of Houston Chamber of Commerce

During the week of November 13 to 19, the big show windows of all of the leading stores in the main business district of Houston carried elaborate displays of the products of home factories and institutions. It was "Houston Made Goods Week," and was one step in the campaign being waged by the Chamber of Commerce in promoting the patronage of home institutions as the chief element in city building. Attractive display cards which all the exhibits carried were prepared by the Chamber of Commerce with the words, "Money Talks," in large lettering at the top, and underneath were the telling phrases: "When you spend money for Houston made goods, it shouts, 'Till we meet again.' When you spend money for foreign made goods, it sighs, 'Farewell forever.'" These cards were distributed among the local manufacturers, and they were accompanied by a very carefully worded letter urging them to secure permission of their customers or friends in the retail trade to permit them to make a window display during the week indicated. During that period thousands of visitors thronged the city, as it was the occasion of the annual No-Tsu-Oh carnival, a week given over to unique parades, music and conventions. Many of the manufacturers, in addition to their window display, arranged booths in the stores and had demonstrators explain the merits of their goods. The exhibit was a success in every particular.

PRINTERS' INK has devoted much space to discussions of the "Home Industries Movement,"

and has aroused much interest in the subject among the commercial secretaries throughout the country. These men are advertisers, pure and simple, and in these days of keen competition in city building, they must need be masters of the art.

Whether it is because of too great familiarity or the enchantment which distance is supposed to lend, there is no use attempting to disguise the fact that in the smaller cities the home manufacturer finds it difficult to get a foothold for his product when he comes into competition with "foreign" made goods. It might be worth while to point out to the home manufacturer that he seldom makes the same strong bid for his goods at home as does the manufacturer from outside points seeking the co-operation of the retailer in attracting the buying public. Take the cards in the street cars in this city and you will find ten advertisements by "foreign" industries to one by local concerns. This is true the country over. If these home manufacturers were as zealous in familiarizing the public with the names of local firms handling their products as are the "foreign" institutions, there might be a different story to tell. Here is another chance for the advertising man to get busy.

### ANOTHER PRESS AGENT GETS INTO TROUBLE.

A clothing dealer in Farmington, Me., is getting more advertising than he expected from a novel advertising scheme which he originated.

After a flock of live hens and roosters had been on display in his windows for a week he announced that on the Tuesday following they would be liberated, those catching them being welcome to take them home for Thanksgiving dinner.

On the day and hour announced the fowls were released and ran squawking in terror through the streets, pursued by a shouting mob of people. The roosters had attached to them miniature parachutes made of cheesecloth. But among those present were representatives of the local S. P. C. A. Society, who had appeared in answer to the protests of some citizens. It is reported that the names of many of the spectators are in the hands of the authorities and that action is to follow.



## The Neighbor-Maker

**S**AVAGES built rude bridges so that they might communicate with their neighbors. These have been replaced by triumphs of modern engineering.

Primitive methods of transmitting speech have been succeeded by Bell telephone service, which enables twenty-five million people to bridge the distances that separate them, and speak to each

other as readily as if they stood face to face.

Such a service, efficiently meeting the demands of a busy nation, is only possible with expert operation, proper maintenance of equipment and centralized management.

*The Bell System provides constantly, day and night, millions of bridges to carry the communications of this country.*

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

**One Policy    One System    Universal Service**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.  
Founded 1888 by Geo. F. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATTHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, Dec. 8, 1910.

## Smoking out Distribution Data

Few manufacturers who sell through jobbers can tell at all comprehensively how many dealers in any given city are carrying their goods. Indeed, some would be at a loss to know whether their brand was sold in that city at all.

A shipment goes to the jobber, who scatters its items to whatever points orders indicate. The jobber knows what dealers in his district are handling any one line and he also is in position to know, if he takes the trouble to examine his books, how many of a manufacturer's goods those dealers are selling.

But a manufacturer who is selling nationally markets through tens and often scores of jobbers; the task of collecting and collating the right information from these jobbers would be enormous, even supposing that wholesalers were willing to supply the facts, as is not usually the case.

Too infrequently, therefore, the advertising manufacturer is unable to ascertain in any satisfac-

tory manner in what parts of the country his goods are selling best or selling least. He knows they are selling well or ill, but at present he can derive what comfort he may from watching them sink out of sight through the jobbing houses into the mysterious depths of the "trade."

When distribution has reached its ideal state, the manufacturer will have ready at hand this most vital information. He will be emancipated from the wasteful necessity of firing advertising broadsides at the country in general, trusting that some of the shot will take effect where most needed. He will be able to marshal his advertising strength upon precisely those districts that most need stimulation.

The advertising manager of the Litholin water-proof collar made a suggestive and fruitful experiment. He desired to use newspaper advertising in those cities where distribution was most general. As Litholin collars sell through jobbers, how, he asked, could he proceed?

He informed the newspapers of three thousand towns, through their New York representative, that advertising would be placed in the newspapers of those towns where the number of dealers justified a campaign. He then asked the papers to send out representatives to canvass the local stores and to report exactly how many dealers were handling Litholin.

To date twelve hundred replies have been received. These furnish a mine of information about the weak and the strong points of Litholin's distribution. They furthermore indicate clearly where money may profitably be spent in order to sell the collars which have been already distributed.

Copy will be placed in strict accordance with the revelations made by these reports from the newspapers.

## The Right Time to Push Parcels Post

The advocates of a parcels post system have cause for rejoicing at the recent New York express strike,

even though few other people have. It has served to make a more definite issue of the United States parcels post proposition than anything that has happened in many years. As a great statesman once said, the public has a habit of reasoning through calamities. Earthquakes and theatre fires revise laws when serious thinkers and indefatigable reformers fail. John Wanamaker, twenty years ago, fought hard for a parcels post, to no avail.

On the crest of the popular feeling, therefore, it should be the aim of all interested in seeing the country delivered from the grip of express tyranny to make thoroughly energetic efforts to secure the passage of the Parcels Post Bill, which even now is pending in Congress.

In his forth-coming annual report Postmaster General Hitchcock will recommend a parcels post, limited, however, to rural free delivery routes. Mr. Hitchcock foresees, however, the establishment of a general parcels post as soon as the postal savings system is organized.

It is sometimes forgotten that the absence of a parcels post is in direct contradiction to the spirit and meaning of Section 181 of New Criminal Code of the United States, which says, "Whoever shall establish any private express for the conveyance of letters or packets or in any other manner cause or provide for the conveyance of the same by regular trips or by stated periods over any postal route," etc. In fact, the United States has abandoned the meaning of this statute and is carrying letters only, leaving the increasing volume of package post to express companies. If these express companies were providing a splendid and economical service for the public, the departure from the statute's intent might be condoned; but no public service in the United States is so notoriously administered for unreasonable personal and private gain as express service. The advertising business would experience a record boost as soon as a parcels post was in operation. It would

be a new and powerful factor in distribution; and contrary to the fears of some it would benefit business generally far more than the mail-order houses.

The Merchants' Association of New York, and other leading bodies, are now thoroughly alive to the importance of the matter. The two largest remaining factors of opposition are the sinister underground efforts of express companies and the unintelligent opposition of rural retailers fearing mail-order competition. The latter can be allayed with some virile argument, and the former is a matter for determined public agitation. Congressmen should be written to at once to have the Parcels Post Bill put through.

### **The Financing of Community Advertising**

Few cities which have yielded to the strong forward movement to advertise themselves and their resources have felt satisfied with the manner of raising the money for this praiseworthy purpose. All that the progressive men of a municipality could do was to circulate a paper whereon other business men and residents might or might not set themselves down for amounts large or small. The brunt of financing a publicity campaign has, therefore, fallen with an unjustly heavy weight upon those whose public spirit was the keenest. The "conservative" resident and the chronic objector, who, with the rest of the community, would be benefited by the returns from a good municipal campaign, have not usually felt disposed to dig down into their pockets for the helping cash.

Trenton, N. J., in company with three or four other cities in other states, has come forward with a measure that will put this matter of raising funds for city advertising upon a more equitable and efficient basis. The Trenton chamber of commerce has re-introduced into the legislature a bill (defeated once) which is surely called for, if the undeniably profitable habit of city advertising is not to

be hampered in its development.

This bill reads partly as follows:

"An act to authorize the governing body of any municipality in this state to provide and expend moneys for the advertising of its advantages, and for the display of its products and industries, for the purpose of increasing its population and trade.

"BE IT ENACTED by the Senate and General Assembly of the state of New Jersey:

"1. It shall be lawful for any governing body of any municipality in this state, having control of the finances of said municipality, to include in the moneys to be raised by taxation a sum, not to exceed five thousand dollars (\$5,000) in any one year, which shall be used in the discretion of said governing body for advertising the advantages of said municipality and for preparing, maintaining and displaying an exhibition or exhibitions of its products and industries for the purpose of increasing its population and trade."

In other words, it is asked by Trenton that each New Jersey city be allowed a larger measure of home rule when it comes to the need of pushing forward its development. Inasmuch as it is only desired that a city shall be allowed to spend its own money, it is hard to understand why the bill should not be favorably reported by the Committee on Municipal Corporations, to which it has been referred, and thereupon passed by the Legislature.

This bill indicates the remedy for the chief difficulty that is confronting many ambitious cities of the country. It should be passed unanimously. New Jersey's pioneer example would almost certainly be followed by similar action in other states.

### ***Selling Ideas as Property***

A unique development of advertising, which may help to settle some reprehensible practices going on for years, has just appeared in Iowa. The F. O. Evans Piano Company, Des Moines, has filed a suit in the United States Circuit Court, asking for an injunction restraining the Des Moines *Register & Leader* and *Tribune* and the E. H. Jones Company from further publication of a certain copyright scheme of

contest piano advertising, and asking sixty thousand dollars damages as well. It is understood that the scheme was originally devised by Martin McCarrick, who secured copyrights and then sold them to the F. O. Evans Piano Company.

If a selling plan can really be copyrighted, then some annoying practices of competitors and would-be competitors may be foiled. If, furthermore, such copyright can be successfully defended in court and damages secured for the use of such copyrighted selling plan, then the troubles of publications will be added to still more, but perhaps for the best interest of advertising. Imitation creates nothing and is retrogressive rather than up-building of advertising in general.

PRINTERS' INK has long been of the opinion that whenever a particularly valuable piece of advertising designing or plan of campaign is shaped up, more advertisers should take the trouble to *copyright it*. In such event there would be some very definite things to do in case of shameless imitation now so rife, instead of mere exclamations of disgust and the loading of PRINTERS' INK's mails with enough examples of "steals" to fill a special edition.

Ideas ought to be as much property as land or horses; but the difficulties of fixing title to them has always made their just owners suffer. Even now a bill is in Congress which argues that patents themselves are property rights far too insecure under present patent laws. A selling scheme which is original, is, at least, as much a piece of property as a patentable mechanism, and ought to be respected as such. If it is valuable and copyrightable, it should become more the practice to copyright—or else to quit bemoaning the frequent "swiping." The public usually punishes an imitator plentifully by judging his merchandise by his selling methods. If his advertising and selling plans are imitations, it is easy reasoning to assume that his merchandise is of like inanity.

LIFE'S present rate is based on 100,000 circulation.

143,000 is the present circulation. When we buy we consider quality, then the rate.

If you consider both, you know what to do without our telling you.

A hint—

Geo. B. Richardson, Advertising Mgr., 31st Street West, No. 17, New York

B. F. Provandie, Western Mgr., Marquette Bldg. 1204, Chicago, Illinois

## ADVERTISING "FOOL- OSOPHY."

SOME EPIGRAMMATIC REMARKS  
ABOUT THE COLDLY FORMAL AND  
SELF-CONSCIOUS STYLE OF COPY—  
THE BANE OF FINE WRITING—BALD  
FACTS THAT HAVE NO WIG OF  
WORDS—ADDRESS, NOVEMBER 14,  
BEFORE THE ADSRIPT CLUB OF  
INDIANAPOLIS.

*By Alfred Stephen Bryan.*

Of Sherman & Bryan, Inc., New York

Advertising may be so coldly correct in phrasing, so icily perfect in illustration, so consummately smooth in tone and manner, that it slips away from the reader when he tries to grasp it.

Much advertising doesn't speak the human language, but a mongrel language which I can only describe as a mixture of "collegese" and "platformese"—a sort of combination of the dizzy word-soaring of a classroom valedictorian and the super-superlatives of a political haranguer crowning his candidate with all the virtues that are or can be.

There is far too much polish in advertising—far too much "fine writing"—far too much writing that puts the writer's rhetoric and imagery in its Sunday clothes, instead of in its working clothes—far too much writing, which befores the subject advertised in a rain of words and in a cascade of many-hued, fantastic expressions, which mean so many things in general, that they mean nothing in particular.

Some advertisers go at the reader like a shyster at a supposedly bull-headed juror. They not only talk to him—they talk at him and through him.

They, figuratively, shake their fist under his nose, transfix him with a baleful stare and you can almost hear them mutter gloatingly: "You're mine, drat you, you're mine and Eat-'Em Up Jack is going to gobble you down, struggle as you may."

Now that joy of statisticians, "the average man," resents having arguments fed to him, as porridge

is said to be fed to the luckless inmates of the rural almshouse—slapped across their eyes, ears, nose and mouth with a wooden taddle.

He squirms under the attitude taken by some advertisers—an attitude which seems to say: "You've got a bone head, Mr. Reader, but I'm going to be very, very patient and try to get an idea through it."

The advertiser who takes his reader for a donkey is looking in the mirror and though he may be wise beyond his years, he isn't wise enough beyond his ears.

The function of advertising is to inform, not to instruct. Readers want neither to be yanked, nor to be spanked into buying your goods. They want "the bald facts," uncovered by a wig of words and unsprinkled with the "Danderine" of scented cajolery.

Seize the eye of your reader with a gripping headline.

Let us turn to the lowest form of salesmanship—peddling. When the roving vender of rugs or laces rings your front door bell and it is cautiously opened by the huckster-shy housewife, what is the first thing the vender does?

This: he sticks his foot between the door and the post, so that he cannot be denied a hearing—so that he can deliver his message in a breath, even if he gets no further than the threshold.

The headline of an advertisement is the foot between the door and the post, which keeps the door un-slammed.

Avoid advertising fads, for fad rhymes with bad. Try to keep ahead of the procession, for the mere unit in a body of marchers is unnoticed, but every eye is on the solitary leader in front. Don't let a few blunders of advertising blind you to the wonders of advertising. Because you don't know how to wield a razor, don't condemn razors as worthless. The fault isn't in the shaving, but in the shaver.

—♦♦♦—  
The New Haven Railroad is considering a newspaper advertising campaign of its passenger service. The railroad has practically never advertised before.

## A GRAND MERGER OF SOUTHERN CALIFORNIA CLUBS.

The Southern California Boosters Conference held its second meeting at the Los Angeles Chamber of Commerce November 19. The conference is now shaped as a permanent body, with a definite governing plan for the direction and carrying out of the great work for which the conference was called.

The combined power of the commercial bodies of Southern California will be united under the name of the Southern California Publicity Alliance, and through a board of officers, to be selected from the organizations interested, the work of boosting the south with concerted effort will be initiated and carried on.

The plan of the Oregon Development League and the Portland Chamber of Commerce will be largely followed by the new alliance. The new alliance will bring to the notice of inquirers and to the people of the world the advantages peculiar to every city and section of Southern California.

The secretary of the Alliance will be supported by a small annual tax upon each commercial body affiliated with the association, based upon its number of representatives.

The publicity committee, consisting of Frank Wheeler, chairman, and L. H. Hertz, S. G. Austin and E. W. Magee, filed a report recommending that the publicity activities of the alliance follow two lines, the first to be a constant output of news matter from the South, and, secondly, to follow the news matter with paid publicity.

At the request of the transportation committee, the representatives of the railroads running into Los Angeles and the South attended the meeting. J. J. Byrne, of the Santa Fe, addressed the conference and stated that his road expended \$415,000 last year in advertising, and that \$213,000 of this amount was used in advertising California.

He suggested that advantage should be taken of the labels in connection with California products, and that every bottle, can, package and box should carry special matter, calling attention to the resources of the South. He suggested also that the wrappers for oranges and other fruits of the Southland should tell the story of our climate and opportunities.

## NEW REPUBLICAN MAGAZINE.

Hard upon the Democratic sweep in the recent elections comes the announcement of a magazine to propagate Republican party principles. Is it possible that the Republicans attribute part of the blame for the result to a lack of sufficient publicity of just what the party stands for? The magazine will be published by the National Republican Alliance, whose offices are in New York City.

*The House Beautiful*, formerly published in Chicago, is now located in New York City, at 315 Fourth Avenue.

## WANTED

### ADVERTISING Man Writer and Planner

I have the fastest, most interesting line of work in New York for you; our organization GETS IN CLOSE with many keen business men, enjoys confidential relations with widely varied kinds of business; we need a keen sighted, quick acting, thoughtful young observer of advertising and selling who can plan and WRITE and become the inside adviser of our organization; but he must not be too set to LEARN, to accept our established principles and adapt his ABILITY to OUR proved methods; salary will be only fair at the start, say \$40, but the man I want will see the future outcome without my rehearsing it; write me a letter about why I should hire YOU that will exactly mirror your style of going at any other proposition. E. R. H., care Printers' Ink.

## HOLD FAST PAPER CLIPS

ARE ENDORSED BY GOVERNMENT  
DEPARTMENTS AT WASHINGTON  
AS THE BEST BECAUSE THEY

Are free from projecting points that injure the hands and papers.

Will not pick up other papers on the desk or in the letter file.

Can be used on the CORNER as well as on top of the sheet.

Will hold securely 2 to 40 sheets.

Cost no more than inferior clips.

Are quickly applied or removed.

Can be used over and over.

Do not mutilate the paper.

Always hold their shape.

Cannot tangle or tear.

Are the strongest.

In boxes of 100, 15c.; 2 boxes 25c.;  
Cartons, ten boxes, 1,000 Clips, \$1.00;  
Cartons, fifty boxes, 5,000 Clips, \$4.50.

CUTTER-TOWER CO.  
406 NATHANWAY BUILDING  
BOSTON, MASS.



## The Little Schoolmaster's Classroom

The Schoolmaster, in a talk before a body of business men last month, criticised the gaining of attention by deception. He referred to the days when many advertisers—particularly among patent-medicine concerns—used deceptive headings and introductory matter, made the reader think he was going to read an interesting news item or a good story, and then wound up with an invitation to buy somebody's pills or plasters.

The Schoolmaster argued that the deception aroused antagonism that could not reasonably be expected to evolve into favorable consideration for the advertiser's commodity. He expressed his belief that there is really no need of resorting to deception, that there is enough of the "news" element in most products to make an advertisement interesting to those who might reasonably be expected to buy, provided the writer of the advertisement has the reporter's "nose for news" and digs into the subject.

At the close of the talk, a business man who, whatever may be said of his advertising, is at least doing a successful business, got up and said something like this:

"I don't believe in outright deception, but I do believe in little stories and talks that get the attention even if they are not closely related to my business. It is easy enough, no doubt, to have a plain headline about shoes that will get the attention of the man or the woman who is thinking at that time about buying shoes, but how about the great body of people that do not that day, or that week need shoes? Practically all the people in my territory are possible customers. I want these people to read my ads day after day so that when they do need shoes they will feel that they know me and my store. Granting all that may be said about most

goods having enough interesting features about them to attract the people who are at the time thinking about buying, I say that it is no easy thing to write copy about a middle-grade shoe that will attract a large proportion of my possible customers."

The Schoolmaster was impressed with the contention. He learned on inquiry that the advertiser, through his little business talks and homely stories, had made the people all around that section feel that they knew the proprietor of the shoe store. This man had not carried his deceptive tactics to the point of vexing readers; at least, it did not seem so; and undoubtedly it is worth much to him to have a large proportion of the people throughout his territory feel that they know him and his store.

It brought to mind that test made some years ago to find what most influenced readers—as far as they could tell—in purchasing certain goods. Several thousand were questioned. The largest class asserted that they were influenced by the continuous advertising that had given them confidence in the advertiser. The next largest class bought because the advertisement presented a good opportunity to buy an article that the readers at that time needed or could use to advantage. The classes influenced by mere striking display or by some stunt were still smaller. Of course, the truth is that people cannot always analyze accurately their impressions from advertisements. We know, for example, that in mail-order work when people are asked to mention the magazine in which the advertisement appeared, it is common to have a magazine mentioned in which the advertisement has not appeared at all. But what people say as to why they select certain things is interesting anyhow.



**L**ET copy, design, illustration and composition come up to the standard of **STRATHMORE QUALITY** Book and Cover Papers and you're sure of a printed masterpiece. They are without question the best printing papers made in America. Have you the sample books? Ask your printer or paper house—or write to us.

THE MITTINEAGUE PAPER COMPANY

*The "Strathmore Quality" Mills*

MITTINEAGUE, MASS., U. S. A.



## Commercial Artists

who understand how to put "*sales ability*" into illustrations—not art for art's sake, but *art for the sake of sales*—expert engravers who know how to make perfect printing plates, will make your next catalog more effective, your advertising more convincing and increase your sales and profits.

300 artists and engravers (specialists all) are ready to take up your work.

*Day and Night Service*

**Barnes-Crosby Company**

E. W. HOUSER, President

Artists :: Engravers :: Catalogue Plate-makers

215 Madison Street, Chicago

*Branch offices in fifteen principal cities*

Our advice and co-operation is yours for the asking and we'll not only save but make you money.



## Keep Electric Fans Cool

Oil them regularly with 3-in-One and prevent bearings from heating up or clogging and stopping the fan.

3-in-One lubricates perfectly and simply can't gum or heat up at the highest rate of speed. It also cleans and polishes the nickel or brass blades—the japanned or enameled frame work and base. Prevents rust.

3-in-One is the best oil for all clocks, dynamo commutators and all delicate mechanisms.

3 Sizes—10, 25 and 50 cents—at all stores.

Send for free sample—and free Dictionary.

**3-IN-ONE OIL COMPANY**  
12 Broadway New York



## WANTED - A LIVE Circulation Manager

For the oldest and biggest engineering paper in Canada. We print 84 pages weekly. Permanent position and excellent opportunities for a live wire. Must be wide-awake, a good talker, good letter writer and able to sell and to systematize.

**CANADA is the GROWING COUNTRY**

Come and grow with the country.

**The Canadian Engineer**  
TORONTO, ONT.

We disciples of "reason why" are made to see sometimes that, after all, there is much to be said in favor of certain advertisers who play up strongly on personality or work merely for name publicity. Certainly it does not seem best to follow that style when an interesting educational style of advertising is possible, but who can produce educational advertising, with its claims of first-class material and workmanship, etc., for a cheap shoe or a two-for-five cigar? Such goods have neither the best material nor the best workmanship. About the best that can be said is that such goods are good value for the money.

One of the leaders in the department store field said recently that it was a comparatively easy thing to get writers who could prepare good advertising on high-class goods full of distinctive features, but that the biggest problem of the day is to do honest, profitable-in-the-long-run advertising for the middle grade of goods. And then he added that there must necessarily be more of the middle class of goods sold than of the higher class.

\* \* \*

Whisper it softly, but after applying all our experience and all the rules of good selling plans, good copy, good display, and good illustration, there must always remain a certain unknown quantity in advertising. Professional copywriters may not admit it; possibly it is good business to preach that our vast experience, the office record of results, etc., enable us to know just about what to do to produce the best results. But all of us know that the pulling power of a given plan or a given piece of copy cannot be gauged with absolute accuracy.

The Schoolmaster recently wrote a series of advertisements for a class magazine. The series had been bringing uniformly good results, when suddenly one piece of copy that gave the reader an entirely new suggestion proved to be exactly twice as powerful as the best previous piece of copy

and three times as powerful as some of the series.

Yes, after the returns are in we can explain it, just as folks can do after the election or a prize-fight. This is one of the things that make advertising interesting. Of course, every new experience, whether a success or a failure, ought to add to our judgment in gauging the probable strength of copy, but we are playing on the most wonderful thing in the world—the human mind—and perhaps we shall never come to the point where we can reduce our results in advance to mathematical certainty.

\* \* \*

Different kinds of goods and different kinds of people require different kinds of copy. The idea that "human nature is much the same everywhere" may be applied too broadly. Age, sex, occupation and circumstances make big differences. For example, we hear again and again such statements as "Make it short; people won't read long stories these days nor small type." What people? What is the advertisement about? These questions must be answered before we conclude that the long story and the small type won't be read. The bank cashier may not be willing to read more than one brief paragraph about a new toilet soap; it may be hard to get him to read more than the headline. But because this is true, it does not follow that the bank cashier may not read 2,000 words about an automobile or a plan for increasing savings deposits.

It is pleasing to see how some pieces of copy are evidently designed to catch both the hasty reader and the reader who goes into details. The Jap-a-lac advertisements have afforded some fine examples—an illustration of a woman pointing to an old porch chair and the headline, "Paint Your Porch Chair with Jap-a-lac." There the Jap-a-lac folks have put a graphic story into the headline and picture, and the shot goes home if no more is read; at the same time, there are more details for the careful reader.



## Is Your Name On Our List?

A substantial part of our output of *BUCKEYE COVER* is purchased by men who *thought*, a while ago, that they were "not interested." Cover paper advertisements appealed to them only when they had catalogues or booklets under way—and even then they usually left the selection of the stock to the printer.

Today these men realize that the use of *BUCKEYE COVER* for catalogues and booklets is *only the first step* in developing its many money saving and money making possibilities.

So many have taken advantage of the novel suggestions found in our *Buckeye Announcements* (mailed free to any business house on request) that *BUCKEYE COVER* is today carrying more result-bringing selling stories through the mails than any other one advertising medium in existence.

You, too, should have these *Buckeye Announcements* on your desk as they are issued.

Write us today, on your business letter-head, and let us add your name to our mailing list.

## The Beckett Paper Co.

**MAKERS OF GOOD PAPER**  
in Hamilton, Ohio, since 1848

*Buckeye Cover is carried in stock by representative jobbers in all principal cities.  
Your printer knows where to get it.*

## Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

THE AMERICAN WOOLEN CO. A presentation, 12 x 16, printed by Williston H. Collins & Co., New Bedford, Mass.

The novel thing about this piece of business literature is that the company, though a so-called trust, far from trying to conceal its bigness and far-reaching power, takes pride in publishing these qualities broadcast to its stockholders and its dealers. A page of each highly calendered leaf is given to showing a half-tone of the various mills the American Woollen Company owns—42 in all. More than that, each picture is labeled, "Property of the American Woollen Company." This concern evidently believes that the public is now ready to understand the necessity of maintenance of price and quality when it beholds this impressive array of mills, all under one management.

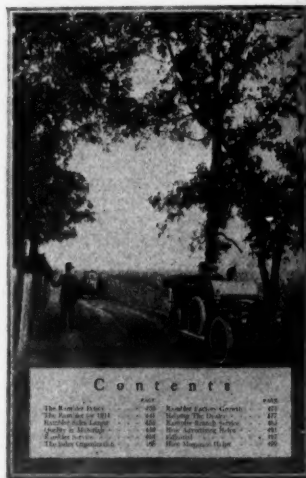
FIFTY YEARS OF SERVICE. Booklet of 24 pages and cover in colors, published by The Higbee Company, merchants, of Cleveland. The paper is a subdued gray and the only color is the burnt orange colored border rules and initial illuminations.

What a stretch of fifty years of business history for one concern means is originally and unobtrusively but yet effectively conveyed by a series of illustrations, in line, appearing in the lower outside corners of the pages. The first picture shows a woman gowned in the style of 1871; the next page a fashionable lady dressed in the style of 1874; and so on in succeeding pages through the gradually changing styles of various periods. The development, as shown here, from the strange styles of forty years ago to the familiar present day modes is sure to interest every woman who sees the booklet. The upper halves of the pages have half-tones, showing interiors of the several departments of the big store to-day. Thus the his-

torical and the present are very successfully marshaled in comparatively small limits.

RAMBLER MAGAZINE, DEALERS' NUMBER. 72 pages and cover, printed by Rogers & Smith of Chicago for the Thomas B. Jeffrey Co. Illustrated by numerous half tones of the car in the making and in use. Contents describe Rambler organization, Rambler car service and the methods employed by advertising to assist the dealer.

One who remembers M. M. Gilham's article, "The Policy of the House," in a recent number of PRINTERS' INK, will be interested in noting the importance which



A SPECIMEN OF A GOOD TITLE PAGE FOR A HOUSE ORGAN.

these manufacturers attach to having the public comprehend the Rambler policy. An announcement, entitled the "Rambler Policy," is given a full-page opposite the frontispiece and is as follows: "To make all parts for the Rambler, and by limiting the output to make them so carefully that the

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Rambler may justly deserve distinction as a car of character and quality. To be exact in all statements; never to misrepresent or exaggerate and never to disparage others. To be guided by the experience of many years and to value permanent rather than temporary success. To maintain independence as a safeguard to stability, and to assure to our customers the perpetuation of this policy."

**MARSHALL FIELD & Co.** A booklet of 32 pages and cover showing a colored representation in wash drawing of the store. Photographs reproduced in color are the means employed chiefly to convey an understanding of the manifold activities of a typical modern department store. Interesting are Marshall Field's "Ideals of a Great Store" as serialized under several heads through the pages.

**FRUIT TREE SPRAYS AND HOW TO USE THEM.** A booklet published by W. J. Pendray & Sons, Ltd., manufacturers of soap, at Vancouver, B. C.

Noteworthy as being one of the most wretched specimens of booklet literature that ever came to this desk. The printing of the text is bad enough, but the half-tones are woefully crude. One photograph extending across the center two pages is entitled, "The Fruit Grower's Paradise." The air seems to be filled with a dense cloud of insects, descending upon the trees which faintly appear from out of the deep gloom which has been infused into an originally good photograph. The booklet confesses that it is prepared for orchardists. This concern must have little regard for orchardists' sensibilities to send them matter like this.

**THE HUDSON FOR 1911.** A 28-page booklet, printed for the Hudson Motor Car Co., by the Joseph Mack Printing House, of Detroit.

The mechanical make-up of the

**1847 ROGERS BROS.** X S  
TRIPLE

"Silver Plate that Wears"



The famous trade mark  
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.  
Catalogue "P" shows all designs.

**MERIDEN BRITANNIA CO.,**

(International Silver Co., Successor)

New York Chicago MERIDEN, CONN. San Francisco

## S T R A N G E !

If you want *replies* send one hundred letters each containing *an order*.  
One hundred per cent replies will conclusively prove that letters received are *read*.  
Then send one hundred letters *soliciting* an order.  
They also will be *read*—but how many will be answered?  
That will depend on the *skill* with which your letter is framed. If it is written in accordance with the principles of *salesmanship* it will convince the recipient that he gains as much by *sending* you an order, as by *receiving* an order from you.  
*Remember*—your letters are *read*—it remains with the man who writes them to get *action*—orders—checks.  
We write such letters; can you use them?

**The Business Development Company of America**

Send for "Business Building By Correspondence."

119 NASSAU STREET : : NEW YORK CITY  
Phone 5374 Cortland



#### THE DICTAPHONE

Box 111, Tribune Building, New York

Branches: Boston, 178 Devonshire St.; Chicago, 210 Wabash Ave.; Detroit, 54-56 Lafayette Blvd.; Minneapolis, 422-424 Nicolet Ave.; Philadelphia, 1109 Chestnut St.; Pittsburgh, 101 Sixth St.; San Francisco, Phelan Bldg.; St. Louis, 1008 Olive St., and all large cities.

Exclusive selling rights granted where not actively represented.

"A Daily Newspaper for the Home."

## The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.  
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

## St. Joseph's Blatt

Only German Catholic weekly on the Coast, 26,000 subscribers; seven columns; 8, 10; 12 pages; yearly contracts, \$1.00 per inch.

BENEDICTINE PRESS, Publishers  
P. O. Box 309 PORTLAND, ORE.

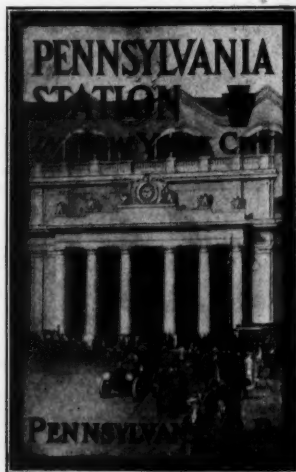
car is illustrated in a new and clear manner. Half-tones of the stripped frame are printed as a double-page spread, showing the parts from above and from the side, respectively. Red arrow lines lead the eye from each part with a line written in red ink script which designates the part with its technical name and its function. This descriptive device makes for a better understanding of the word descriptions in the other pages.

SAN FRANCISCO, THE EXPOSITION CITY. A folder booklet printed by San Francisco to urge readers to write Senators and Congressmen to vote for that city as the place for the Panama Exposition in 1915.

A lively sample of the booklet that aims to knock the tar out of its greatest competitor. Statistics, aided by the most biting efforts of Western cartoonists, play up New Orleans' shortcomings as the site for the Exposition. In every comparison New Orleans is made to appear comically daring in urging its merits.

THE PENNSYLVANIA STATION IN NEW YORK CITY. A booklet of forty pages and colored cover printed for the Pennsylvania Railroad by the Chasmar-Winchell Press, New York.

This feat of telling so attractively in the small space of forty



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pages the story of this enterprise, which is classed as one of the world's wonders, is worthy of high commendation. The plan for this great terminal on Manhattan was conceived many years ago; the construction, beginning several miles out in New Jersey, has required several years to carry through. The building itself, wonderful as it is, is only a part of the story which is so concisely told. Just those scenes have been half-toned as would co-operate with the well-executed writing to give a coherent understanding of this now realized project. This is destined, we believe, to stand as one of the notable booklet achievements of 1910.

**NARRAGANSETT PIER.** A booklet of 24 pages and colored cover, printed for the New Haven Railroad by the Norman Pierce Company, of New York and Chicago.

Lucky is the concern that can hitch its booklet to a literary star. That is what has been done here. Prof. Brander Matthews, of Columbia University, appears as the author of the description of life at the Pier. The New Haven R. R. secured the permission of Harper Bros. to reprint the article. It added many half-tones, designed a series of page head decorations, added a word about how to get there and the trick was done.

Through its Commercial Club, Iowa City, Iowa, may expend \$35,000 for municipal advertising during the next five years. The club is considering a proposition to raise a fund to "boost"

## Account Wanted

### PROGRESSIVE AD-SOLICITOR

and Ad-Specialty salesman, with well-equipped centrally located office, wants New York or Eastern Representation of article or line of merit. Has extended acquaintance among advertisers, and wants something that will interest them. Address

**Sam W Hoke Signs NY**

Tribune Bldg. 'Phone 4316 Beekman

## New York Herald Syndicate

**THE CLODHOOPER GIRL**  
By Herself.

A real "and." Nothing like it has ever been published. Begins December 25. Full-page matrices furnished.

**TRUE TALES OF  
ADVENTURE**

**THE WIDOW WISE**

**UNCLE MUN**

Full-page Sunday features.  
Special Cable and Telegraph service.

Daily Matrix services —  
News. Woman's and Comics.  
Daily Photograph service.

For particulars apply to

### NEW YORK HERALD SYNDICATE

Herald Square, New York  
Canadian Branch:  
Desbarats Building, Montreal.

## Lincoln Freie Presse

German Weekly

LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

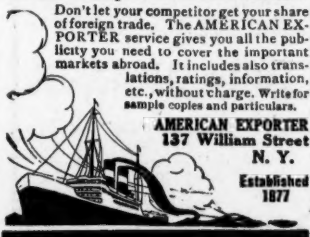
**CIRCULATION 143,054**  
RATE 35 CENTS

## Are You Developing Your Export Markets?

Don't let your competitor get your share of foreign trade. The AMERICAN EXPORTER service gives you all the publicity you need to cover the important markets abroad. It includes also translations, ratings, information, etc., without charge. Write for sample copies and particulars.

**AMERICAN EXPORTER**  
137 William Street  
N. Y.

Established  
1877



# THE ADVERTISING EXPENSES OF THE SANTA FE.

That advertising is one of the things that count for a great deal in railroad work is the opinion of J. M. Connell, general passenger agent for the Santa Fe, who talked with the Topeka Commercial Club members November 15th of the advertising schemes used by the company and the great good derived from it both by the road and the people.

"The Santa Fe is doing a great work in the settlement and development of the territory it serves," said Mr. Connell. "By liberal advertising in the daily and weekly newspapers and in the magazines, the Santa Fe has helped to settle a great country and the work is yet to be completed. The Santa Fe never stops. It advances the farming, the dairying and the stock-raising industries and makes the country, it serves a good place in which to live. It prepares extra data on the opportunity of the country and helps the wide-awake man attain success by well-developed efforts.

"This work is not philanthropic. It is done to increase the earnings of the Santa Fe. In the last fiscal year the Santa Fe spent over \$400,000 for advertising. It maintains publicity agencies that cost last year over \$900,000. This extra expense for advertising, combined with the excellent service of the road, has placed the Santa Fe at the top of the great trunk lines of the West."

Frederick G. Cramer, president of the Cramer-Krasselt Company, Milwaukee, an advertising specialist, will deliver three lectures at Marquette University, Milwaukee. His subjects are: "History and Growth of Advertising," giving a general outline of the basic principles and the relation of advertising to merchandising; "Psychology of Advertising," showing how to attract attention, influence the mind, excite the imagination, and hold the interest, and "The Advertising Agency," giving its history, position and value to advertisers.

## THE GERMAN BUYS LIBERALLY

and has the money with which to pay. That's why nearly all the merchants in Rochester use space in the

## Daily Abendpost

(Consolidated German Dailies of  
Rochester)

It reaches the majority of Rochester's 56,000 Germans exclusively.

## MID-MONTH COUNTRY LIFE IN AMERICA

A special magazine devoted to particular subjects.

### Motor Number, Jan. 15th

CHARLES J. GLIDDEN  
Consulting Editor

A combination of motor talk and facts written by those who know, and edited by a well-known authority. Real interest in motors has never been keener, and there is no more popular subject at this time, when automobiles and their equipment hold undisputed sway over all other public exhibitions. Such vital and compact information cannot be obtained except in *Country Life in America* for January 15th. Closing date for color advertising December 15th. Final closing date—December 28th.

### Bungalow Number Feb. 15th

WILSON EYRE, Consulting Editor

Conservative building information and actual published experiences have made *Country Life in America* of inestimable value to prospective builders. With the readers' confidence fully established, the issue of February 15th provides a comprehensive treatment of bungalows—from the slab-sided shacks up to the more beautiful and pretentious buildings of permanent materials. Timely is the date—February 15th—the most impressionable period for building of the spring or summer months.

Each mid-month issue offers another opportunity for announcements of general character—another chance to solicit real business from a buying public than which (and advertiser's experience has proven it) there is none better. Interest is stimulated in a live subject each month; accordingly, editorial support is given at a time most valuable and most capable of being appreciated.

## Doubleday, Page & Co. GARDEN CITY, L. I., and NEW YORK

Western Office:  
People's Gas Building, Chicago

New England:  
Tremont Building, Boston

Copy of first mid-month issue—"Inside the House" Number for November 15—will be forwarded upon request.

## DECEMBER MAGAZINES.

ADVERTISING IN THE LEADING MONTHLY  
MAGAZINES FOR DECEMBER

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Cosmopolitan.....	174	38,976
Review of Reviews.....	155	34,702
Everybody's.....	153	34,440
Scribner's.....	146	32,755
McClure's.....	138	31,008
American Magazine.....	135	30,352
World's Work.....	132	29,568
Hampton's Magazine.....	132	29,568
Harper's Monthly.....	120	27,048
Munsey's.....	119	26,768
Sunset.....	112	25,088
Century Magazine.....	103	23,120
Pacific Monthly.....	100	22,400
Success (cols.).....	112	19,164
Current Literature.....	84	18,984
Atlantic Monthly.....	70	15,880
Argosy.....	67	12,880
Theatre Magazine (cols.).....	73	12,506
Red Book.....	62	11,648
Pearson's.....	44	10,024
World To-Day.....	43	9,800
Ainslee's.....	42	9,590
American Boy (cols.).....	46	9,230
Metropolitan.....	40	9,072
Lippincott's.....	37	8,400
Human Life (cols.).....	44	8,380
Overland.....	35	7,840
All story.....	29	6,664
Strand.....	28	6,454
Blue Book.....	28	6,272
* St. Nicholas.....	27	6,048
Smith's.....	24	5,516
Boys' Magazine (cols.).....	30	5,275
Philistine.....	17	2,040

## VOLUME OF ADVERTISING IN LEADING

## WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Vogue (cols.).....	509	78,446
Delineator (cols.).....	180	36,000
New Idea (cols.).....	189	33,800
Designer (cols.).....	167	33,490
Ladies' Home Journal (cols.).....	156	31,271
Woman's Home Comp'n (cols.).....	130	26,165
Good Housekeeping Magazine.....	109	24,428
Canadian Home Journal (cols.).....	85	19,106
Pictorial Review (cols.).....	87	17,400
Modern Priscilla (cols.).....	101	17,036
Housekeeper (cols.).....	71	14,267
Ladies' World (cols.).....	71	14,206
McCall's (cols.).....	106	14,135
Uncle Remus's Magazine (cols.).....	67	12,816
Harper's Bazar (cols.).....	62	12,555
Dressmaking At Home (cols.).....	37	7,440
Every Woman's (cols.).....	31	5,355

November issues of Vogue and Ladies' Home Journal carried 47,124 and 40,800 lines respectively.

## VOLUME OF ADVERTISING IN LEADING

## MONTHLY MAGAZINES CARRYING

## GENERAL AND CLASS

## ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	376	62,118
Country Life (cols.).....	245	41,802
System.....	128	28,714
International Studio (cols.).....	116	16,380
Outing Magazine.....	56	12,656
Popular Electricity.....	55	12,544
Business and Book-Keeper.....	53	11,672
Suburban Life (cols.).....	67	11,450
Field and Stream.....	49	11,032
House and Garden (cols.).....	76	10,690
House Beautiful (cols.).....	75	10,600
Technical World.....	38	8,672

Arts and Decoration (cols.)....	59	8,300
Craftsman.....	36	5,260
Recreation (cols.).....	48	8,220
Garden (cols.).....	49	6,860
Outer's Book.....	28	6,272
Travel (cols.).....	43	6,066
American Homes & Gard.(cols)	28	4,671

November issues of Country Life carried 43,995 lines.

## VOLUME OF ADVERTISING IN LEADING

## WEEKLIES FOR NOVEMBER

(Exclusive of Publishers' own advertising)

	Cols.	Agate Lines
November 1-7:		
Saturday Evening Post.....	148	25,160
Collier's.....	89	16,950
Literary Digest.....	112	18,775
Life.....	98	12,582
Independent (pages).....	35	8,040
Associated Sunday Magazines.....	35	6,562
Christian Herald.....	37	6,290
Leslie's.....	25	5,025
Outlook (pages).....	21	4,760
Churchman.....	28	4,480
Youth's Companion.....	22	4,400
Illustrated Sunday Magazine.....	18	3,445
Scientific American.....	12	2,455
November 8-14:		
Saturday Evening Post.....	152	26,040
Literary Digest.....	140	19,715
Collier's.....	82	15,725
Life.....	45	6,075
Leslie's.....	29	5,775
Christian Herald.....	29	4,970
Outlook (pages).....	21	4,816
Associated Sunday Magazines.....	19	3,515
Independent (pages).....	14	3,136
Churchman.....	18	2,880
Illustrated Sunday Magazine.....	15	2,775
Scientific American.....	11	2,290
Youth's Companion.....	11	2,200

Before I exchange my money for your product—be your product a complex calculating machine or a better kind of hosiery—you must convince me that I shall gain by the transaction.

So, before you make sales from it, every advertisement must first of all bring into action business judgment, and the spirit of barter and profit.

That is why advertisements of anything a man is interested in bring quicker and better returns in SYSTEM—for SYSTEM has the reader already keyed to the exercise of business judgment—ready to seize every indication of advantage. And so SYSTEM has for nearly five years carried more advertising than any other standard magazine.

**SYSTEM**  
THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

## November 18-21

	Cols.	Agate Lines
Saturday Evening Post.....	134	22,780
Collier's.....	70	15,350
Literary Digest.....	76	10,754
Independent (pages).....	49	9,072
Churchman.....	49	7,840
Life.....	54	7,290
Outlook (pages).....	28	6,384
Leslie's.....	24	4,920
Christian Herald.....	26	4,640
Associated Sunday Magazines.....	24	4,440
Illustrated Sunday Magazine... 17		3,145
Scientific American.....	13	2,624
Youth's Companion.....	10	2,000

## November 22-25:

Outlook (pages).....	151	33,936
Saturday Evening Post.....	122	20,740
Literary Digest.....	88	12,391
Collier's.....	62	11,780
Independent (pages).....	39	8,736
Christian Herald.....	41	7,115
Life.....	42	5,640
Leslie's.....	27	5,505
Youth's Companion.....	26	5,200
Associated Sunday Magazines.....	27	4,995
Churchman.....	25	4,900
Scientific American.....	19	3,850
Illustrated Sunday Magazine... 18		3,330

## November 26-30:

Christian Herald.....	28	4,840
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## Totals for November

Saturday Evening Post.....	94,720
Literary Digest.....	58,635
Collier's.....	57,805
Outlook.....	49,896
Life.....	32,587
Independent.....	28,984
*Christian Herald.....	27,765
Leslie's.....	21,225
Associated Sunday Magazines.....	19,512
Churchman.....	19,200
Youth's Companion.....	13,800
Illustrated Sunday Magazine... 12,685	
Scientific American.....	11,209

\*—5 Issues.

RECAPITULATION OF LEADERS IN  
MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Vogue (cols.).....	509	78,446
2. Motor (cols.).....	376	62,118
3. Country Life in America (cols) 245		41,802
4. Cosmopolitan.....	174	38,976
5. Delinicator (cols).....	180	36,000
6. Review of Reviews.....	155	34,720
7. Everybody's.....	153	34,440
8. New Idea (cols.).....	169	33,800
9. Designer (cols).....	167	33,490
10. Scribner's.....	146	32,755
11. Ladies' Home Journal (cols)... 155		31,271
12. McClure's.....	138	31,008
13. American.....	135	30,352
14. World's Work.....	132	29,568
15. Hampton's.....	132	29,568
16. System.....	128	28,714
17. Harper's Monthly.....	120	27,048
18. Munsey's.....	119	26,768
19. Woman's Home Comp. (cols)... 130		26,165
20. Sunset.....	112	25,088
21. Good Housekeeping Magazine 109		24,428
22. Century.....	103	23,120
23. Pacific.....	100	22,400
24. Success (cols.).....	112	19,164
25. Current Literature.....	84	18,984

THE FILCHING OF \$100,000,000  
FROM INVESTORS.

Claiming that \$100,000,000 has been filched from the public by spurious financial advertisers, the Philadelphia *Evening Telegraph* prints a stirring editorial. It says: "So long as newspapers are willing to sell space irrespective of the character of the advertising or the scheme which it is sought to foster upon the public investors will continue to be duped. Too often the glittering prospectus is published without any investigation either of the people behind the advertisement or the honesty of the statements. Newspaper publishers are just as responsible for these swindles as the inventors and perpetrators of the game, and there should be a Federal and a state law which would prevent the printing, dissemination and distribution of newspapers containing swindling advertisements. A law similar to that which now applies to the advertising of lotteries could and should be enacted by Congress which would close the mails to newspapers accepting and printing swindling advertisements.

"Federal law, however, could be evaded by printing the mail editions without the swindling advertisements and then printing other editions containing such matter for circulation in the city and state. With a state law prohibiting the publication of these advertisements and a Federal statute barring newspapers from the mails the widespread publicity now so profitable to the swindlers would be impossible. A newspaper owes it to its readers to print reliable news; it is no less a duty to print only honest advertisements.

"It has long been the practice of the *Evening Telegraph* to refuse doubtful or misleading advertisements, and we believe it the duty of every publisher to protect the public. While a voluntary action of the publishers would remedy the evils wrought by swindling advertisements it would seem wiser to enact a law which would bar their publication, and we call upon the state to enact legislation which shall make irresponsible publishers equally liable with the guilty conscienceless promoter of schemes to wrest from investors their savings, and, further, advertising agents or agencies issuing or preparing or contracting for such advertisements should be held equally criminal with men like Burr Brothers, of New York, who are charged by the Federal authorities with promoting a scheme to defraud, and who could never have existed without the aid of newspapers which lent their columns, and influence to swindle their readers."

The Westchester Life Company, of 286 Fifth Avenue, New York, publisher of a weekly society paper called *Westchester Life*, has made an assignment to George H. Hinnan. The company was incorporated under New York laws on December 1st, 1909, with a capital stock of \$10,000.

# Watch the Census

## A Lesson to Advertisers

is conveyed in the astounding growth of the leading cities of the Pacific Coast. Increases of 100% to 250% are shown by the census of 1910 over that of 1900.

**Do you want to reach the people of the fastest growing and most prosperous country on earth?**

A member of one of the leading advertising agencies writes:

"There can be no doubt that the color work which you are now using in *Sunset Magazine* is very appealing to the average reader. I can only say that every issue makes me want to go to the Pacific Coast. It has induced me to make investments there. And in that good time when work ceases to tie me to less lovely climes I am going there to live.

You are publishing an excellent magazine in a section where advertising pays best, and I find that advertisers in general are very glad to employ it."

*SUNSET MAGAZINE* is recognized as the greatest single publicity factor in the development of the Pacific Coast Country.

It is read by the Pacific Coast people and then sent on to Eastern friends. It has a larger double and treble circulation of this character than any magazine published.

Even its unsold news-stand copies are circulated to prospective Pacific Coast Homeseekers and Tourists instead of being destroyed as is the case with other unsold magazines.

Write for rates, letters from satisfied advertisers and any information to

L. L. McCormick,  
120 Jackson Blvd., Chicago, Ill.

W. A. Wilson,  
37 East 28th St., New York City.

or

# Sunset Magazine

San Francisco, California

**Guaranteed Net Circulation 100,000 Copies Per Month**

**50 per cent more than any Magazine published on the Pacific Coast**

# PRINTERS' INK'S FOUR-YEAR RECORD OF DECEMBER ADVERTISING.

	1910.	1909.	1908.	1907	Four Years' Total.
Review of Reviews.....	34,720	37,926	32,662	38,528	143,836
Everybody's .....	34,440	37,800	35,336	34,948	142,524
Cosmopolitan .....	38,976	35,210	30,079	32,760	137,025
Scribner's .....	32,755	40,964	25,512	26,798	126,029
McClure's .....	31,008	30,884	31,710	31,615	125,217
Harper's Magazine .....	27,048	27,944	27,170	29,568	111,730
American .....	30,352	29,008	28,457	25,900	108,717
Munsey .....	26,768	28,732	25,362	27,328	108,190
World's Work .....	29,568	29,939	28,920	19,338	107,765
Century .....	23,120	22,008	22,972	25,312	93,412
Sunset .....	25,088	24,136	20,076	20,342	89,642
Hampton's .....	29,568	29,144	15,757	13,469	87,938
Pacific .....	22,400	17,864	19,693	20,590	80,547
Success .....	19,164	17,940	17,319	17,028	71,451
Atlantic .....	15,680	15,904	14,452	20,748	66,784
Red Book .....	11,648	15,232	14,336	15,232	56,448
Current Literature .....	18,984	10,912	12,544	13,440	55,880
Theatre .....	12,506	14,600	13,896	11,397	52,399
Argosy .....	12,880	15,150	12,656	10,304	50,990
Pearson's .....	10,024	12,025	9,814	14,058	45,921
Ainslee's .....	9,590	10,864	10,976	11,439	42,869
Lippincott's .....	8,400	10,346	10,304	12,934	41,984
Metropolitan .....	9,072	5,824	10,752	12,768	38,416
Human Life .....	8,860	11,139	6,717	8,780	34,996
American Boy .....	9,230	8,154	6,700	7,375	31,459
All Story .....	6,664	7,392	6,688	7,258	28,002
Strand .....	6,454	6,972	6,720	5,732	25,878
Smith's .....	5,516	6,720	6,160	6,286	24,682
Blue Book .....	6,272	6,272	5,341	6,272	24,157
St. Nicholas .....	6,048	5,600	5,586	4,689	21,923

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

MoToR .....	62,118	56,952	38,456	50,274	205,800
Country Life in America .....	41,802	36,124	33,130	36,820	147,876
System .....	28,714	33,876	30,913	28,308	121,811
Outing .....	12,656	12,740	16,133	18,810	60,339
International Studio .....	16,380	21,173	7,211	3,465	48,229
Suburban Life .....	11,450	11,620	9,171	13,236	45,477
Technical World .....	8,672	10,160	10,402	13,415	42,649
Field and Stream .....	11,032	11,576	9,856	9,677	42,141
House Beautiful .....	10,600	9,630	6,850	8,876	35,956
Recreation .....	8,220	7,740	5,386	9,290	30,636
Garden .....	6,860	6,071	6,793	8,339	28,063

## WOMEN'S MAGAZINES.

Vogue .....	78,446	42,200	39,946	29,616	190,208
Ladies' Home Journal .....	31,271	31,950	27,400	27,400	118,021
Delineator .....	36,000	29,744	19,837	30,045	115,626
Designer .....	33,490	23,800	26,018	21,206	104,514
New Idea .....	33,800	24,000	24,688	21,574	104,062
Woman's Home Companion .....	26,165	24,690	24,393	23,142	98,390
Good Housekeeping Magazine .....	24,428	28,672	17,182	18,669	88,951
Pictorial Review .....	17,400	13,132	15,984	10,949	57,465
Modern Priscilla .....	17,035	15,152	13,160	11,513	56,860
Ladies' World .....	14,200	14,234	13,339	13,206	54,979
Uncle Remus .....	12,815	13,135	13,985	13,915	53,850
Housekeeper .....	14,267	12,667	9,467	13,200	49,601
Harper's Bazar .....	12,555	14,400	9,018	13,216	49,189
McCall's .....	14,135	12,864	9,216	10,825	47,040

## WEEKLIES (November).

Saturday Evening Post .....	94,720	78,968	57,434	43,789	274,911
Collier's .....	57,805	46,821	45,167	37,266	187,059
Literary Digest .....	58,635	57,919	35,490	33,318	185,362
Outlook .....	49,896	54,152	41,674	35,432	181,154
Life .....	32,587	26,538	19,587	18,916	97,628

Totals .....1,440,457 1,354,805 1,144,453 1,159,943 5,099,658

OF

Four  
Years'

Total.

143,836

142,524

137,025

126,029

125,217

111,730

108,717

108,190

107,765

93,412

89,649

87,938

80,547

71,451

66,784

56,448

55,880

52,399

50,990

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A

You will understand why

## Cosmopolitan

shows the most consistent  
gain in advertising car-  
ried—

and why it heads the list  
of December magazines  
(see second page preced-  
ing)

when, notwithstanding a  
greatly increased output  
during the past three  
months,

your newsdealer tells you  
he can't get enough  
COSMOPOLITANS to sup-  
ply the demand.

Ask your newsdealer—  
think it over—and you  
will advertise in

## Cosmopolitan

381 Fourth Avenue, New York

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Laclede Building, St. Louis, Mo.

**NEWSPAPER AND MAGAZINE ADVERTISING.** Booklets, folders, catalogs, show cards and copy writing. New accounts solicited. **BAREMORE & RYAN, 110 W. 34th Street, New York.**

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE TUSCALOOSA NEWS** guarantees the largest circulation of any daily paper in West Alabama. Ask the man from Alabama.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT F. I.** for sample copy and rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**THE TUSCALOOSA NEWS** has carried a greater amount of advertising in regular issues than the total size of any other paper in West Alabama for the corresponding issues.

## AERO

The first weekly of aeronautics. Average circulation 4,000, growing fast. Agents write "AERO," St. Louis, Missouri.

**THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE,** by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. **L. Maclean Beers,** publisher.

### BILLPOSTING

**FRED PEEL,** official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

## 8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations. Mostly individual boards. Write for open dates. Standish Adv. Agency.... Providence R.I....

### BUSINESS OPPORTUNITIES

**WANTED—PARTNER IN ESTABLISHING** and managing weekly newspaper in fast growing town on Florida East Coast \$1,000 to \$2,000 necessary. Practical experience as printer desirable. Have advertising contracts for \$100 per month and good subscription list. Splendid future for hustling newspaper or advertising man. Address, giving full particulars, **Fr. Lauerdaile Printing and Publishing Co., Room 1040, American Trust Building, Chicago.**

**FOR SALE—A** high class reference book or co-operative catalog in a great industry. Has a thoroughly established reputation and is very widely used. Will sell outright or make operating arrangements. Address "Y. Z.," care Printers' Ink.

**You Can Have a New York** office, use of telephone, stenographer, address on your stationery, mail promptly forwarded to you, and careful attention paid to your customers at a cost of \$4 to \$10 per week. Investigate "KING," No. 1 Union Square, New York, Room 301, corner of Fourteenth Street.

**B**USINESS letters (even the typewritten ones that no longer deceive as to their being exclusive communications) are or may be made highly profitable to their disseminator. Unlanguid, self-respecting, and easily made vitally interesting, they have won and deservedly hold a place as profitable advertising. The kind thatirk ME I strive to not write for my clients. FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.

#### ENGRAVING

**P**ERFECT copper half-tones, 1 col. \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

#### FOR SALE

**F**OR SALE—Country Campbell newspaper press in good condition. Price \$200. Address CHESTER A. MILLER, Oneonta, N. Y.

#### HELP WANTED

**A** New York piano manufacturer wants young man with ideas as assistant adv. man. Mail order experience desirable. State salary. Address Box 123, care of Printers' Ink.

**W**ANTED—Man with ambition and some capital to connect himself with best newspaper proposition in the Middle West; hustling city of 125,000. For details, address SUN, Omaha, Neb.

**P**OSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**A**NY advertising man who will apply a little of his ability to marketing a certain clean-cut article by mail, can make a worth-while income on the side. Practically no investment; inexpensive to advertise; pays large profit. A few progressives can secure protected selling rights; send for data. R. W. BIXBY, 118 Hamilton Building, Lancaster, Pa.

**ARTIST WANTED**—To join Art staff of large manufacturing concern in the Middle West. Should be able to retouch photos, work from photos, have some ability in freehand drawing, lettering, etc., and some idea of color schemes. Good, all-round man who wants a good job with a live concern. State experience, salary and qualifications. BOX 44, Printers' Ink.

### We Want to Get in Touch

with men that write practical articles on any or all phases of hauling and delivering of merchandise, or able to give practical points on which articles can be based. WARE BROS. COMPANY, P. O. Box 1408, Philadelphia.

**WANTED**—NEW YORK monthly has splendid opening for New England representative, Acquaintance among advertisers and agencies essential. Address "J. P.," care Printers' Ink.

#### INFORMATION AND ILLUSTRATIONS

**ASK** THE SEARCH-LIGHT Anything You Want to Know. 341 Fifth Avenue, New York.

#### LABELS

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order and postpaid. Send for Catalog. Fenton Label Co., Phila., Pa.

#### LISTS

**NAMES FOR SALE**—We have 3500 names of heads of families in Orangeburg County. List just compiled at great expense and guaranteed correct. Sent postpaid for \$20.00. SIMS ADVERTISING AGENCY, Orangeburg, S. C.

#### MISCELLANEOUS

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

#### POSITIONS WANTED

**ENERGETIC** Advertising Manager, 35, exceptional executive and business producing ability, expert copy writer; open for engagement with first-class publication. 14 years' experience. Address "High-Grade," care of Printers' Ink.

### Climatic Conditions Compelled

my resignation of good western position. Wish to associate with eastern house which appreciates BRAINS.

I write interesting copy which creates desire and leads readers to purchase. Have initiative, experience and enthusiasm.

In advertising and selling campaigns have done successful work in co-operation with salesmen and directed them.

Confident of giving entire satisfaction and can prove it in brief interview. Reasonable salary. Address "EXECUTIVE ABILITY," care of Printers' Ink, N. Y.

**PUBLICITY MAN**—Successful with exhibitions. Thorough newspaper man; printer of actual experience. Young, energetic, strictly sober, reliable. Gilt-edged references. Would consider position as private secretary, publicity agent, advertising mgr. Employed. At liberty first of year. "Publicity Mgr.," 406 Dispatch Annex, Columbus, Ohio.

## MR. PUBLISHER or MR. MANUFACTURER CAN YOU USE ME?

Briefly, my specifications are: 22 years old; 4½ years thorough, practical, business experience; 3 years stenographer with a railroad and a wholesale dry goods firm; 1½ years as Advertising and Circulation Manager of one of the most progressive magazines of its kind in the middle west (17,000 circulation).

Have written a limited amount of advertising copy; know how to "dig out" the sales facts; good on layouts for advertisements and fine printed matter; working knowledge of printing, illustrating, engraving and electrotyping; systematizer; good knowledge of premiums and circulation methods; accustomed to meeting people and a good business correspondent.

Salary to start, \$20 a week. Employed, but seeks a broader, more responsible connection. Location preferred, Minneapolis and vicinity, but will go anywhere for right opportunity. Excellent references from present and past employers. Address: "G. N. G.," care Printers' Ink, Tribune Building, Chicago, Ill.

**ADVERTISING ASSISTANT TO GENERAL SALES MANAGER**—My advertising-sales experience has been sufficiently varied to equip me for intelligently filling the executive position of connecting link between the sales manager and the agency. I have bought space and can fill it with common sense copy after having lived with the proposition long enough to absorb the spirit and ideals of the management. I am no polished reflector—but have to become saturated before I can intelligently give out. Do you want such man, 22 and married. "BOX 511," care Printers' Ink.

### PRESS CLIPPINGS

**MANHATTAN Press Clipping Bureau**, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

### PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

## THE WILLIAMS PRINTER :: ::

### Typographic Service

Telephone 2693 Madison

131 West 28th St., New York

### REPRESENTATIVES

## We Are in a Position to

represent one or two out of town publications or advertising firms. BAREMORE & RYAN, 110 W 34th Street, New York.

## Make Your Employees More Valuable To You

See that they help you more through being helped themselves by reading **PRINTERS' INK**. Don't trust to the chance of their being gingered up now and then when they just happen to see a copy. Safeguard yourself by subscribing for them. Many agents and companies do this for their solicitors and salesmen.

Four yearly subscriptions cost only \$5.

**Printers' Ink Pub. Co.**  
12 West 31st Street  
New York

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1909, **20,628** Best advertising medium in Alabama.

**Montgomery, Advertiser**, net average June, 1910, **17,640** dy; **22,335** Sun. Carries more foreign advertising than other Ala newspaper. Best results.

**Montgomery, Journal**, dy. Aver 1909, **10,170**. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, **61,088**.

**GUAR AN FEED** This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for June, 1910, sworn, **13,336**. You can cover Bridgeport by using **Telegram only**. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1908, **7,726**; average for 1909, **7,729**.

**Meriden, Morning Record & Republican**. Daily aver. 1908, **7,729**; 1909, **7,739**.

**New Haven, Evening Register**, daily. Aver. for 1909 (sworn) **17,109** daily 2c.; Sunday, **13,229**, 5c. Largest and best circulation in New Haven.

**New Haven, Union**. Average year, 1909, **16,647**. E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Average 1909, **6,736**. Its readers are responsive to advertisements.

**Norwalk, Evening Hour**. Average circulation exceeds **5,800**. Carries half page of wants.

**Waterbury, Republican**. Average for 1909, Daily, **6,661**; Sunday, **7,031**.

**Waterbury, Herald**. Sundays. Average circulation for 1909, **13,387** net paid.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily aver., month of Sept., 1910, **51,792** (© ©).

## FLORIDA

**Jacksonville, Metropolis**. Average, 1st 6 mos., 1910, **13,768**. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average month of May, 1910, Sunday, **24,644**; daily, **20,623**. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## ILLINOIS

**Champaign, News**. Leading paper in field. Average first five months, 1910, **5,161**.

**Joliet, Herald**, evening and Sunday morning. Average for 1909, **6,836**.

**Peoria, Evening Star**. Circulation for 1909, **20,874**.



**Chicago Examiner**, average 1909, Sunday **894,616**, Daily **181,324**, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Record-Herald**. Average 1909, daily net paid, **139,176**; Sunday net paid, **193,831**. Daily, two cents. Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

**GUAR AN FEED** The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Sterling, Evening Gazette**, average circulation for 1908, **4,409**; 1909, **5,123**.

## INDIANA

**Evansville, Journal-News**. Average, 1909, **11,243**. E. Katz, S. A., N. Y.

**Princeton, Clarion-News**, daily and weekly. Daily average, 1909, **1,702**; weekly, **2,674**.

**South Bend, Tribune**. Sworn average Aug. 1910, **11,442**. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1909, **9,180**. "All paid in advance."

**Davenport, Times**. Daily av. Oct., '10, **16,863**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

**Washington, Eve. Journal**. Only daily in county. 3,009 subscribers. All good people.

**Waterloo, Evening Courier**, 52nd year; net av. June, '09-June, '10, 6,291. Waterloo pop., 27,000.

### KENTUCKY

**Lexington, Herald**. D. av., '09, 6,879. Sunday, 7,802. Week day, 6,697. "When you advertise in *Lexington Herald*, you cover Central Kent'cky."

**Louisville, The Times**, evening daily, average for 1909 net paid 48,488.

### MAINE

**Augusta, Kennebec Journal**, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1909, daily 9,923; weekly, 27,763.

**Lewiston, Sun.** Daily average year ending, Sept., 1910, 8,241; Sept., 1910, av., 5,886.

**Portland, Evening Express**. Average for 1909, daily 18,219. Sunday *Telegram*, 10,806.

### MARYLAND

**Baltimore, American**. Daily aver. 1st 6 mos., '10, 79,334; Sun., 103,476. No return privilege.

**Baltimore, News**, daily. News Publishing Company. Average 1909, 88,416. For Nov., 1910, 81,834.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



### MASSACHUSETTS

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average circulation.

Daily (2 cents a copy)

1909, 180,278; Gain, 3,981

Sunday

1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines

Gain, 1909, 466,879 lines

3,504,369 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



**Human Life, The Magazine About People**. Guarantees and proves over 150,000 copies monthly

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,663.

**Lawrence, Telegram**, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. 1909, 16,523; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality

**Salem, Evening News**. Actual daily average for 1909, 18,574.

**Worcester, Gazette**, evening. Av. '09, 16,778; first 6 mos. '10, 17,424. Largest ev'g circulation.

**Worcester, L'Opinion Publique**, daily (©©). The only Gold Mark French daily in the U. S.

## Boston Post's GREATEST November

AVERAGE NOVEMBER, 1910

The Sunday Post  
287,494

Gain of 28,120 Copies  
Per Sunday over November, 1909

The Daily Post  
342,032

Gain of 47,209 Copies  
Per day over November, 1909

### MICHIGAN

**Detroit, Michigan Farmer**. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ **Jackson, Patriot**, Aver. Aug., 1910, daily 10,740, Sunday 11,853. Greatest circulation.

### MINNESOTA

**Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 55,806.

### CIRCULATION

**Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. Average circulation of daily *Tribune* for eight months ending Aug. 31, 1910, 90,195. Average circulation of Sunday *Tribune* for same period, 80,062.

**Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



★ **Minneapolis, Journal,** Daily and Sunday (☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Oct., 1910, evening only, 79,682. Average Sunday circulation for Oct., 1910, 81,282. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field. ★

☉ **Minneapolis, Svenska Amerikanska Posten.** Swan J. Turnblad, pub. Av. 1909, 64,466. A.A.A.

### MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, *New Press*. Circulation, 1909, 38,632. The John Budd Company, Eastern Reps.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,063.

### NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 143,308 for year ending Dec. 31, 1909.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,064.

### NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,686.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c-'07, 20,370; '08, 21,326; 2c-'09, 19,062; March, '10, 20,263.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.

★ *The Brooklyn Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1909, 62,908.

Buffalo, *Courier*, morn. Average, Sunday, 86,737, daily, 46,384; *Enquirer*, evening, 26,696.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

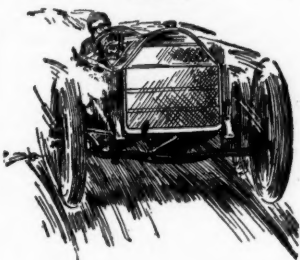
Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,636.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

★ *Newburgh, Daily News*, evening. Average circulation entire year, 1909, 4,718. Circulates throughout Hudson Valley Examined and certified by A.A.A.

### NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average, first four months, 1910, 10,999.



# FIRST

In the Automobile and Accessory Fields are

## THE AUTOMOBILE AND MOTOR AGE

A combined circulation of 37,000 weekly. "Motor Age," published at 1200 Michigan Ave., Chicago — "The Automobile," published at 231-241 West 39th St., New York

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (☉).

*Lestie's Weekly*, 225 Fifth Avenue, Lestie-Judge Co. Over 250,000 guaranteed.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 6,641; August, 1909 issue, 20,000.

*The World*. Actual average, 1909, Morning, 360,603. Evening, 399,669. Sunday, 460,956.

*Poughkeepsie, Star*, evening. Daily average year, 1909, 5,013; first six months, 1910, 5,460.

*Schenectady, Gazette*, daily. A. N. Lietcy. Actual Average for 1909, 17,470; for Aug., 1910, 20,434. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

*Schenectady, Star*. Average July, Aug., Sept., 14,271. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

*Syracuse, Evening Herald*, daily. Herald Co., pub. Av. 1909, daily 32,458; Sunday, 40,922.

★ *Troy, Record*. Average circulation 1909, 21,520. Only paper in city which has permitted A. A. A. examination, and made public the report.

*Utica, National Electrical Contractor*, mo. Average for 1909, 2,883.

*Utica, Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 15,117.

### NORTH CAROLINA

*Asheville, Gazette-News*. Average, '09, 5,648. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

## NORTH DAKOTA

Grand Forks, *Norman*. Norwegian weekly. Actual average for 1909, 9,450.

## OHIO

Cleveland, *Plain Dealer*. Est. 1831. Actual average for 1909: Daily, 80,938; Sunday, 103,686. For Oct., 1910, 91,999 daily; Sunday, 119,606.

Columbus, *Midland Druggist and Pharmaceutical Review*, 43rd annual volume. Best medium for reaching druggists of the Central States

Youngstown, *Vindicator*. D'y av., '09, 10,338; LaCoste & Maxwell, N. Y. & Chicago.

## OKLAHOMA

Oklahoma City, *The Oklahoman*. Oct., 34,532 week day, 40,622 Sunday. E. Katz, Agent, N. Y.

## OREGON

Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign field and 6,440 in the classified. Sworn average circulation for June, 29,962.

Portland, *The Oregonian* (©). Oct. average circulation. Sundays, 68,324; Daily, 46,807. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

## PENNSYLVANIA

Erie, *Times*, daily. 21,054 average. October, 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Oct., 1910, 18,126. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for 12 mos. 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

\*\*\*\*\*

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation: has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

\*\*\*\*\*

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Oct., 1910, 83,664; the Sunday *Press*, 164,661.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 5,617; 1909, 5,822 (©).

You can at one cost reach nearly all of the quarter million homes in

## PHILADELPHIA

by concentrating in

## The Bulletin

NET PAID DAILY AVERAGE FOR OCTOBER, 1910

241,632

COPIES A DAY

"THE PHILADELPHIA BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.  
Chicago Office,  
J. E. Verree, Steger Bldg.  
New York Office,  
Dan A. Carroll, Tribune Bldg.

Chester, *Times*, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Washington, *Reporter and Observer*, eve. and morn. Circulation for October, 1910, 12,936.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1909, 16,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; daily net cir. first 6 months, 1910, 17,276, guaranteed.

York, *Dispatch and Daily*. Average for 1909, 20,016

## RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 12 mos. ending June 30, '10, 19,452—sworn.

Providence, *Daily Journal*. Average for 1909, 21,858 (©). Sunday, 28,128 (©). *Evening Bulletin*, 45,991 average 1909.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,237.

## SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1909, 8,311. July, 1910, 8,964.

Columbia, *State*. Actual average for twelve months, 1909, daily (©) 14,486, Sunday (©) 14,959.

Spartanburg, *Herald*. Actual daily average for first nine months, 1910, 2,715.

## TENNESSEE

Nashville, *Banner*, daily. Average for year 1907, 36,206; for 1908, 36,054; for 1909, 40,086.

## TEXAS

El Paso, *Herald*, June, 1910, 11,602. Only El Paso paper examined by A. A. A.

## VERMONT

Barre, *Times*, daily. F. E. Langley. Av 1909, 5,251. 1st 4 mos., '10, 5,718. Examined by A. A. A.

**Burlington, Free Press** Daily average for 1909, 8,773 Largest city and State circulation Examined by Association of Amer Advertisers.  
**Montpelier, Argus**, dy. av. 1909, 3,348 Only Montpelier paper examined by the A. A. A.  
**St. Albans, Messenger**, daily. Average for 1909, 3,184 Examined by A. A. A.

**VIRGINIA**

**Danville, The Bee**. Aver Sept., 1910, 4,048. Largest circ'n. Only eve. paper

**WASHINGTON**

**Seattle, The Seattle Times** (C) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec '09, circ of 64,246 daily, 84,862 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,756,084 lines.

**Tacoma, Ledger**. Average 1st to months, 1910, daily, 18,971. Sunday, 27,249

**Tacoma, News**. Average for 1st to months, 1910, 19,103.

**WISCONSIN**

**Janesville, Gazette**. Daily average, Oct., 1910, daily, 6,462; semi-weekly, 1,793.

**Madison, State Journal**, daily. Actual average for Jan., 1910, 9,969.

**Milwaukee, The Evening Wisconsin**, daily. Average daily circulation from April to Sept., 1910, 41,144. Gain over April and May, 1909, 2,758 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3d, 1910. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)



**Milwaukee, The Milwaukee Journal**, (evening daily) Average in Oct., 1910, 64,884, gain over Oct., 1909, 6,854 daily, average for 12 mos., 62,330 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat

**Oshkosh, Northwestern**, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

**Racine, Daily Journal**. Oct., 1910, circulation, 5,203. Statement filed with A. A. A.



**THE WISCONSIN AGRICULTURIST**

**Racine, Wis.** Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. W. C. Richardson, Mgr.

**WYOMING**

**Cheyenne, Tribune**. Actual net average year, 1909, daily, 5,128; semi-weekly, 4,994

**MANITOBA, CAN.**

**Winnipeg, Free Press**, daily and weekly. Average for 1909, daily, 40,890; daily Oct., 1910, 55,512; weekly 1909, 27,050, Oct., 1910, 24,780.

**Winnipeg, Der Norwesten** Canada's National German weekly. Av. 1909, 18,169. Rates 50c in.

**Winnipeg, Telegram**, dy. av. Sept. '10, 33,008, (Saturday av. 37,387). Farmers' Weekly, same period, 30,000.

**QUEBEC, CAN.**

**Montreal, La Presse**. Daily average for September, 1910, 97,638. Largest in Canada

**Do Your Salesmen Appreciate Your Advertising?**

"There is so much real value to be received from this publication by any man that sells goods that our company considers it a good investment to have this publication sent to you. There are now many publications on the subject of selling and advertising. We don't expect you to read them all, but after a careful study of a great number of them we recommend PRINTERS' INK as the best all around general medium on the subject that can be had and it is well worth reading."—Extract from letter written by the Stromberg-Carlson Telephone Mfg. Co. to its salesmen.

A course in Printers' Ink is bound to increase the efficiency of your salesmen—and they are sure to enjoy it.

Write to-day for our special club subscription rates.

**PRINTERS' INK PUBLISHING CO.,**  
 12 West 31st Street,  
 New York.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## ALABAMA

**THE TUSCALOOSA NEWS** carries a larger number of paid want ads than any daily paper in West Alabama, the growing section of the growing South.

## COLORADO

**THE Denver Post** prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star**, Washington, D. C. (☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 600,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

### THE INDIANAPOLIS STAR

Rate One Cent Per Word.

Circulation 75,000

### ONLY SUNDAY PAPER IN INDIANAPOLIS

Publishes more classified advertising than any paper in Indiana. It will be to your advantage to mention this paper.

**The Indianapolis Star**  
INDIANAPOLIS, IND.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



**THE Boston Globe**, daily and Sunday, for the first eight months of 1910 printed a total of 318,884 paid want ads; a gain of 14,117 over 1909, and 230,809 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

## CIRCULATION



by Printers' Ink Pub. Co. —daily or Sunday.



**THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the Times ended Aug. 1, 1910, 1,490,828 lines of classified advertising. Rates: 1 cent a word, cash with order; 10 cents a line, where charged daily or Sunday.



**THE Minneapolis Journal**, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Oct., 1910, amounted to 224,672 lines; the number of individual ads published were 29,835. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

**THE Anaconda Standard**, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW JERSEY

**THE Jersey City Jersey Journal** leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

**THE Argus**, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

## OHIO

**THE Youngstown Vindicator**—Leading Want Ad Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**THE Oklahoman**, Okla. City, 35,514. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

**THE Evening Citizen**, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

# Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

**ALABAMA**  
The Mobile Register (☉☉). Established 1821. Richest section in the prosperous South.

**DISTRICT OF COLUMBIA**  
Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 61,792 (☉☉).

**GEORGIA**  
Atlanta Constitution (☉☉). Now as always, the Quality Medium of Georgia

**ILLINOIS**  
Bakers' Helper (☉☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Island Printer, Chicago (☉☉). Actual average circulation for 1909-10, 16,902.

**KENTUCKY**  
Louisville Courier-Journal (☉☉). Best paper in city; read by best people.

**MAINE**  
Lewiston Evening Journal, daily, average for 1900, 7,821; weekly, 17,598 (☉☉); 7.44% increase daily over last year.

**MASSACHUSETTS**  
Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (☉☉).  
Boston Evening Transcript (☉☉), established 1830. The only gold mark daily in Boston.  
Boston, Textile World Record (☉☉). Reaches the textile mills. 6,000 guaranteed circulation.  
Worcester L'Opinion Publique (☉☉). Only French paper among 75,000 French population.

**MINNESOTA**  
The Minneapolis Journal (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

**THE NORTHWESTERN MILLER**  
(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

**NEW YORK**  
Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.  
Brooklyn Eagle (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉☉) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.  
Engineering News (☉☉). Established 1874. The leading engineering paper in the world. Av. circulation over 17,600 weekly.

Hardware Dealers' Magazine (☉☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. —Printers' Ink.

New York Herald (☉☉). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☉☉), daily and Sunday. Daily, now one cent—the best for the least.

**OREGON**  
Better Fruit, (☉☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.  
The Oregonian, (☉☉), established 1861. The great newspaper of the Pacific Northwest.

**PENNSYLVANIA**  
The Press (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. October, 1910, sworn net average, Daily, 85,664; Sunday, 164,061.

## THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND**  
Providence Journal (☉☉), a conservative enterprising newspaper without a single rival.

**SOUTH CAROLINA**  
The State (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

**TENNESSEE.**  
The Memphis Commercial-Appeal (☉☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over \$0,000; weekly, over \$3,000.

**VIRGINIA**  
Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

**WASHINGTON**  
The Seattle Times (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

**WISCONSIN**  
The Milwaukee Evening Wisconsin (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

**CANADA**  
The Halifax Herald (☉☉) and The Evening Mail. Circulation 18,768, Flat rate.

# Table of Contents

## PRINTERS' INK

### December 8, 1910

Lining Up Selling Policy with Advertising Policy.....	Victor Leonard Adv. Mgr., Stein & Co.	3
Advertising Reliability and the Collier-Postum Trial.....		8
Beginning Where Competitors Leave Off.....	A. Rowden King	10
How Shall Competition Be Met?.....	Lynn G. Wright	17
Writing Form Letters that "Get Across".....	Frank H. Holman	20
Santa Claus and the Xmas Appeal in Advertising.....	Kirke S. Pickett	20
Lo, the Small Magazine Advertiser!.....	Theodore E. Ash	25
The Big Store and Nationally Advertised Goods.....	Manly M. Gillam	32
The Dealer's Profit and Advertised Goods.....	Samuel Brill Of Brill Bros., New York.	32
Making Salesmen into Advertising Emissaries.....		38
The Magazine Insert as an Advertising Proposition.....	Theodore Rand-McNally	41
Where to Draw the Line on Financial Advertising.....	Charles Austin Bates	44
No Credit, No Trade.....	W. J. Davies	50
Clothing Truths and Fashion Plate Fiction.....	F. J. Widener	51
Advertising Courses in Universities and Colleges.....	George H. Whitney	56
The Retail Merchant and the Parcels Post.....	Charles Z. Coffin Mgr., Associated Retailers, St. Louis.	64
Some Recent Trade-Mark Decisions of Importance.....		66
Fels-Naptha's English Experience in Price Maintenance.....		70
A New Semi-Monthly, "The National Post".....		72
Why Not Some Ginger-Up for Pipe-Makers?.....	Charles G. Milham	74
A Retailer's Straight Talk to Manufacturers.....	Garrett Byrnes, Ph.G. Druggist, Maplewood, N. J.	78
The "Special Sales Week" in Community Advertising.....	W. S. Gard Houston Chamber of Commerce	78
Editorials .....		80
Smoking Out Distribution Data—The Right Time to Push Parcels Post—The Financing of Community Advertising—Selling Ideas as Property.		
Advertising "Foolosophy".....	Alfred Stephen Bryan Of Sherman & Bryan, Inc., New York	81
The Little Schoolmaster's Classroom.....		86
Printed Things .....		90
Advertising in Leading Monthly Magazines for December.....		95
"Printers' Ink's" Four-Year Record of December Advertising.....		98

## Short Cuts and Money-Making Methods

**This Book**  
shows how to cut  
expense and increase  
efficiency in the Ad-  
vertising Department.

**"Short Cuts and Money-Making Methods"** was written by 512 big, broad-minded, successful business men.

Officers and managers of every business should have this book. It is chock-full of business-building and money-saving methods—all tried and proved by the best known concerns and industries of the day.

"Short Cuts and Money-Making Methods" was compiled from actual methods hammered out through years of experience by red-blooded, up-to-date managers and executives in 239 distinct lines of business. It tells how to compile a live mailing list, follow it up and keep it up-to-date. It shows how to reduce to a minimum the expense of the routine and detail work connected with lists of names in the advertising, auditing, pay roll and general departments of every business.

## You Can Get This Book Free

"Short Cuts and Money-Making Methods" is not a catalog or a booklet—it is a complete work—128 pages—cloth bound—gold lettered and handsomely printed and illustrated. We cannot afford to distribute this book indiscriminately. Therefore, we ask you to give us the following information on your regular business letter-head:

*Name of firm—business—your name and position—how many names you have on your mailing list—how often you address this list—how many statements you send out and how many names you have on your pay roll.*

If you do not care to give us the above information, you can have this book for \$1.50.

To the man who uses or can use a list of names, this book will prove invaluable, because, in addition to other information, it describes the manifold and profitable uses of the

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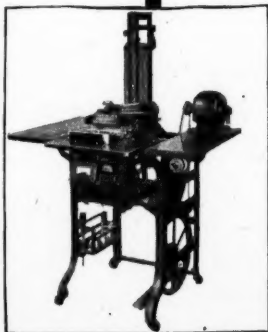
TRADE MARK  
PRINTS FROM TYPE

a machine that makes an office boy or girl the equal of twenty clerks in the handling of routine and detail work in each and every department of every business.

Write to-day for your copy

**ADDRESSOGRAPH COMPANY**  
912 W. Van Buren St., Chicago, Ill.

Valuable for  
Managers  
of Sales,  
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